BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

APRIL 20, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

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WASHINGTON, D. C.

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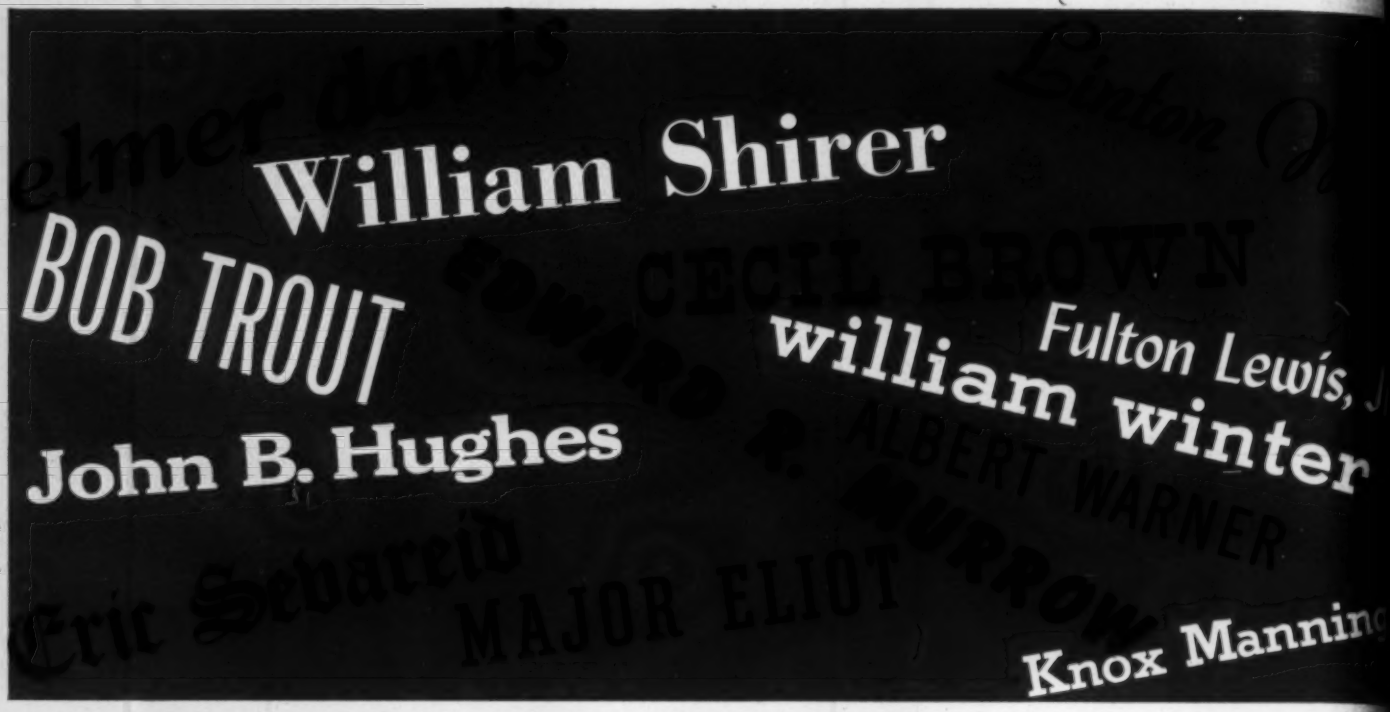
APR 22 1942
DETROIT

TECHNOLOGY DEPT.

more children listen
more to WOR
than to any other
New York station*

* Actually, children stay tuned to WOR 500% more listening hours than to any other New York station.

Or, WOR's juvenile shows get four times the attention from children than do the juvenile shows of ALL other New York stations *combined*.



Their Names Mean NEWS!

And News Means Listeners –in ARIZONA

Everybody thinks in terms of news these days. And when radio listeners in Arizona think of news, they naturally think of KOY, for KOY carries

more well-known names on daily news and commentary programs than any other station in the state.

Then there's KOY's own news commentator, Edwin M. Clough, formerly of the Library of International Relations, interpreting the international scene in terms of the Arizona locality.

In addition to six daily network newscasts, KOY locally has five daily news periods, edited for Arizona listeners and broadcast by Joe Dana and Dan Cubberly, from the wires of Press Association and Transradio Press.

News—complete and authentic—is only *one* of the program services which have made KOY the dominant station in Arizona, intensively covering, with the Arizona Network, the area where 90% of Arizona's retail dollars are spent. For evidence of *results*—what KOY has done for advertisers—write KOY in Phoenix . . . or ask any John Blair man.

KOY

1000 Watts on

550 KC.

"That Explains the Coverage"

CBS Affiliate PHOENIX, ARIZONA

TO SELL ARIZONA'S

3

PRINCIPAL MARKETS

Use

THE ARIZONA NETWORK!

KOY in Phoenix
KTUC in Tucson
KSUN for Bisbee-Lowell

The most economical way to effectively reach and SELL over 90% of all Arizona's buying power!

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO • REPRESENTED BY JOHN BLAIR & COM

We'll BOTH Make New Friends

ACCEPTANCE is the Yankee Network's FOUNDATION

..in 1942

THE Yankee Network's huge audience, built by cooperative community efforts, has been augmented by thousands of added listeners in New England industrial centers.

Because The Yankee Network's hometown stations have won, through years of service, invaluable loyalty and acceptance from established residents of these localities, newcomers will accept these stations on the same basis of merit, and become friends.

You will want to make Yankee Network friends your friends because, with accelerated incomes, every key area represents new buying sources and new markets vitally affecting staple products as well as many commodities previously not within purchasing ranges.

Manufacturers, alert to this opportunity, are adjusting promotions to profit by the situation, and are using the one network that has always successfully sold New Englanders.

THE YANKEE NETWORK, INC.

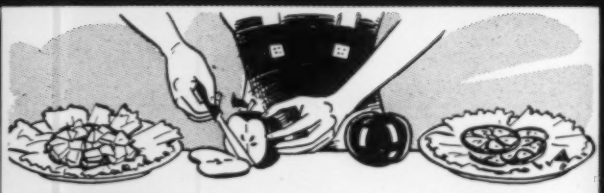
BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

ed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

LETTUCE Leafy green vegetable, for rabbits and salad lovers. Farmers raise it by the ton, and exchange it at the markets for large amounts of green "lettuce" of a totally different kind.



APPLES & TOMATOES Both are fruits. Both are round and red. Both are grown in huge quantities by Nebraska agriculturalists. And both bring *much* money in compensation for the nurturing and care expended.

BLACK WALNUTS A delicious treat encased in a hard shell. Makes Waldorf and Combination Salads the true epicurean's delight. Nebraskans use the trees mostly for landscaping, but are not above selling the walnuts for extra cash!

CASH:

Another lush crop which is harvested annually by Nebraska farmers. Is traded for countless luxuries and necessities like chocolates, oranges, Victory suits and work clothes. Nebraska farm men and women will spend their cash with *you* if you reach them over "their" station and tell them what you sell. You *need* KFAB, to do a complete selling job throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS use KOIL OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

APRIL 20, 1942

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From the Tampa Morning Tribune
April 1, 1942

Tampa Business In March Is The Best Since 1929

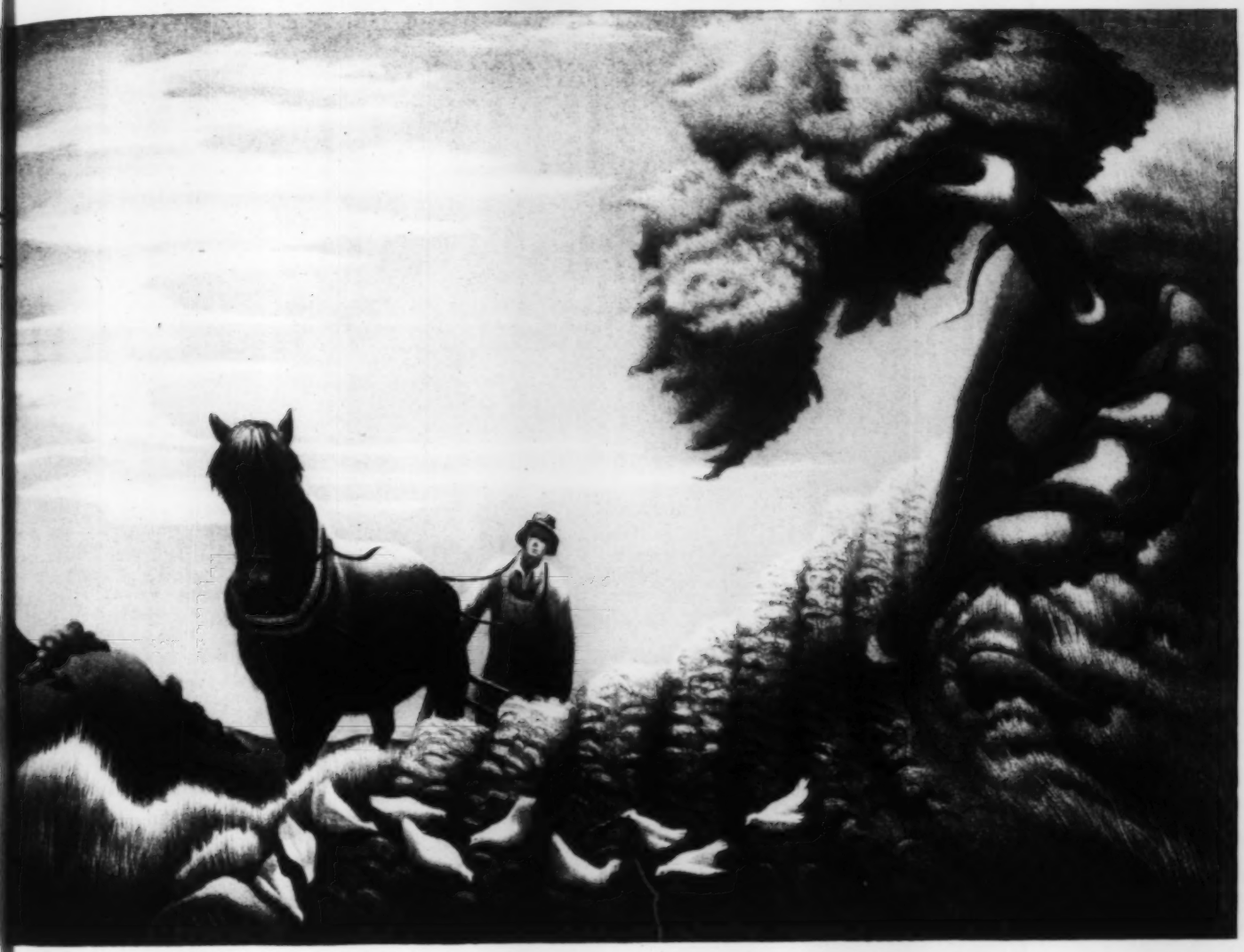
army were given credit for much of the ... ase.

Payrolls of the shipyards and the ... ditions since they ... actions through the banks.

WFLA

970 KC Full Time NBC

JOHN BLAIR & CO. NATIONAL REP. PROGRAMS



# of swords and plowshares...

They call it "The New Order"—the welter of blood and brutality that has flowed over Europe, over Asia, and the islands of the Pacific.

Our enemies are mistaken. This is no new order of things: it is as old as Cain. Murder and persecution and tyranny were invented long ago.

The new order is *here* . . . in America. The men and women who landed at Plymouth Rock knew it; the settlers of eight generations have known it; the immigrant who took out his first citizenship papers yesterday knows it . . .

For the dream of America has always been the dream of new things: no nation has ever lived as wholeheartedly for the *future*. We have worked for it and we have fought for it; and we are fighting for it now.

Here at RCA, it seems natural and fitting that we should today be working on a war footing. For, we, too, have dreamed of the future—when it was something to live for, and now that it is something to fight for.

Toward the American future, we have much to contribute. Facsimile. Television. New techniques of broadcasting. New applications of electronics to industrial production problems. New things—for a new and greater America.

Those things are the plowshares, the tools of peaceful progress, that we want to be making. But today we are proud to be making swords. For swords alone can preserve us from the kind of "New Order" our enemies have planned for *us*.

RCA **Broadcast Equipment**

EARL C. REINEKE

PRESIDENT, WDAY, FARGO

1906—Age 15, became a wireless "ham".
1918—Served as Radio Instructor for U. S. Army Training Camp at Fargo.
1922—Founded Station WDAY.
1928—Became President and General Manager of WDAY, Inc., when the station was incorporated.

KNOWN with affection as "the wild man of Fargo", Earl Reineke is one of those remarkable beings whose imagination and energy seem entirely unbounded by any of the usual human limitations. Aside from engineering, building, managing and operating the first radio station in the Northwest, Earl has found time to become an aviation enthusiast, a wide reader and student on many subjects, a power-boat skipper and the champion "hail fellow" of North Dakota!

Energy and imagination—that's a hard combination to beat, and a combination that we have tried hard to secure in every man in our own organization, too. Hence not one of us is a mere "order-taker". *Every* one of us is a constructive worker who can use both his head and his feet. And we all know that your success is *our* success . . .

If you have any sort of a market research, or other assignment that you can turn over to us, you'll find that our fellows attack your problem with real understanding and with a zeal that will probably surprise you. With imagination and energy, F&P men have made themselves a tangible asset to *most* of the radio advertisers and agencies in the Nation. What can we do for *you*, here in this group of pioneer radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6575 — NEW YORK: 247 Park Ave., Plaza 5-4131 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 4949 — ATLANTA: 522 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 16 WASHINGTON, D. C., APRIL 20, 1942 $5.00 A YEAR—15c A COPY

DCB Plan Stops All Radio Construction

WPB and FCC to Follow Quickly With Order Freezing Industry for War

A COMPLETE and unequivocal stoppage of all broadcast construction, covering standard broadcast, FM and television—both for new and modified facilities—was recommended last Thursday for immediate action to the War Production Board and the FCC by the Defense Communications Board, President Roosevelt's policy-making wartime communications agency.

Going far beyond all of the previous "freeze orders" or edicts limiting construction, the recommended order would stop all future authorizations, however infinitesimal, affecting these services. DCB's recommendation is regarded as tantamount to action inasmuch as both WPB and FCC are known to support the move. Approval may come this week.

Text of Proposal

The text of the DCB recommendation follows:

No future authorizations involving the use of any materials shall be issued by the Federal Communications Commission nor shall further materials be allocated by the War Production Board, to construct or to change the transmitting facilities of any Standard, Television, Facsimile, Relay or High Frequency (FM, Non-Commercial Educational, Experimental) broadcast station.

The stringent move is designed to plug all loopholes. Disposition of pending construction permits, involving new stations or modifications of existing facilities, is left to the discretion of WPB and the FCC. It is presumed where stations already have acquired all of the necessary material—whether critical or not—completion will be permitted. But where permitees have not already purchased all materials, chances of getting the green light are regarded as practically nil.

Enough Service Now

DCB voted the recommendation in the belief that with 900 stations licensed and with some 60,000,000 receivers in use (including those in inventory), the country is receiving reasonably satisfactory service by radio. Television and FM are regarded as forlorn hopes—victims of the war.

The purpose is to retain the status quo until need arises for change. Every station assignment would be pegged until the policy is altered. Then all stations, so to speak, could start from scratch in the quest for better facilities or for new ones.

One official described the move as a "siesta" for the duration of the order. That doesn't necessarily mean for the duration of the war. Conditions might change before the United Nations achieve final victory and make desirable reappraisal of the licensing policy.

Members of the DCB, which approved the far-reaching recommendation, are FCC Chairman James Lawrence Fly, chairman; Maj. Gen. Dawson Olmstead, Army Chief Signal Officer; Capt. Joseph E. Redman, director of Naval Communications; Breckenridge Long, Assistant Secretary of State, and Herbert E. Gaston, Assistant Secretary of the Treasury.

Internationals Exempt

Only international broadcasting, developmental (experimental) broadcasting and studio-to-transmitter service are omitted from the full-scale ban. The Government is encouraging international broadcast development as an overeas communications weapon. Developmental service is limited and is regarded as desirable, if not necessary. S-T service is only incidental and requires a minimum of equipment. With the lid on FM, however, that type of service practically goes out of the window anyway, except for its use by international stations.

Since the order covers use of any materials (whether critical or not) "to construct or change" facilities, it affects the most minor alteration. It does not ban replacements as such, however. Materials for maintenance and repair are not affected, since all past actions of DCB, WPB and the FCC have left the way open for maintenance of existing service on as efficient a basis as possible. But where it comes to new or changed service, even a crystal (unless for maintenance) will not be permitted.

The drastic ruling, despite its summary nature, is expecced to be welcomed by most of the industry. Many applicants for improved facilities, it was pointed out, are not really anxious to make capital investments in these times but have

(*Continued on page 50*)

OFF Adopts Plan to Clear U. S. Radio

Formula Is Expected to Eliminate Present Confusion

RECOGNIZING the basic principle that even the Government can "oversell" its wartime messages by irritating repetition and needless duplication, the Office of Facts & Figures, Washington's official clearing house of war information, has formally announced its long-waited plan for coordinating the use of sponsored and sustaining time on networks and stations.

The plan essentially follows the lines of the coal campaign undertaken with substantial success during the first two weeks in April, under which designated sponsored and sustaining periods, at OFF's request, donated portions of their time to the Department of the Interior's plea to stock up on coal now to avoid threatened shortages next winter [BROADCASTING, March 30].

Under the plan, which has the strong support of the networks, network sponsors and representative station groups, all of whom had a hand in framing it, the responsibility for deciding the relative importance of Government messages will reside in one agency of the Government—the OFF—rather than with individual Government publicity agents or with individual broadcasters.

Effective Next Monday

Effective next Monday, April 27, OFF's radio division headed by Douglas Meservey under the direction of William B. Lewis, assistant director of OFF, will institute a three-months trial of its so-called "Network Allocation Plan", and at the same time will supply to radio stations its "Radio War Guide" indicating the relative importance of various Government messages which local stations may wish to carry. This latter has heretofore been called a "Priorities Plan" but officials now frown upon this terminology.

Even before the Network Allocation Plan and Radio War Guide were announced, however, OFF reported that as of April 15 it will act as the clearing point for all Government requests for radio time with the exception of speeches by Government officials. In other words, if the Army, Navy, War Production Board etc. want time on the air for special shows, this will hereafter be arranged only through OFF.

OFF also has undertaken to clear all Government activities relating to foreign-language broadcasts for audiences within the United States. Thus stations carrying foreign-language programs may consult with OFF on any problems that may arise before they put such programs on the air.

How It Works

The OFF's official outline of the Network Allocation Plan follows:

"There will be, starting April 27, a three-month trial of a 'Network Allocation Plan' developed by the Advertising Council for the systematic allocation, through OFF, of all Government messages used on network programs, sustaining and sponsored. The messages involved

Advertisers Given OFF Guide Governing Federal Messages

BY TELEGRAPH, 91 different advertisers on the four major networks were informed late last week of the Office of Facts & Figures' new Network Allocation Plan for Government messages, to which each will be asked to devote a portion of his night time once during the month, starting April 27, and on daytime programs once every two weeks under the plan.

During the first week, 38 sponsors of 64 network shows received "allocations" of messages covering either war bonds, car pooling or salvage, and the same subjects were assigned to 55 sustaining shows. The second week's allocations remain to be worked out, but all programs are selected on the basis of their latest CAB ratings in order to reach the widest possible audience.

Accompanying the allocations instructions are so-called War Information Fact Sheets giving basic data to be used in working in the Government's "commercials". The sponsors and sustaining program builders are simply given certain facts; the way they work in the plugs is left to them.

'Radio War Guide'

Meanwhile the Government Printing Office this week is expected to have ready the *Radio War Guide* for stations. This will be in the form of a large single sheet which can be hung in an appropriate place in each station, and which each week will designate the war subjects to be stressed that particular week. The sheet carries basic data for the guidance of station program directors, so they can synchronize their local promotions with that carried on the networks.

To the sponsors and their agencies who have agreed to participate in the Network Allocation Plan, Seymour Morris, advertising agency liaison of OFF, last week directed individual letters setting forth their schedules.

"We are purposely not sending you any 'sample' copy", Mr. Morris wrote. "Instead, we prefer simply to give you a fact sheet for each message we assign you, and then ask you to work out the treatment which in your opinion will be most effective on your particular program. You can handle this message either as part of your script, as a straight commercial announcement, as a special interpolated dramatized spot, or any other effective way.

"We do ask, however, that you will please present each of these messages clearly, forcefully, and in adequate length on every program for which it is scheduled.

"Since the scheduling of messages over the allocation plan has been scientifically worked out to give proper emphasis to every type of Government message, it is not necessary for any advertiser to deliver additional messages—other than the ones called for under the allocation plan—unless he specifically desires to do so. The allocation plan will include, with their cooperation, the American Red Cross and the USO which are quasi-governmental organizations. It does not include private groups, organizations or societies who may continue to come to you for cooperation."

will be those dealing with such subjects as war bonds, recruiting, conservation of gas and rubber, anti-hoarding etc.

"The principle of the Network Allocation Plan is that *all* established shows on *all* networks carry their fair proportion of wartime Government messages. Each nighttime program will carry as an *important* part of its show one Government message each month; each daytime program will carry a Government message each two weeks. The messages will be so scheduled each day as to avoid ineffective repetition and duplication. It is estimated that under this plan established network programs will provide for Government messages an average of 90,000,000 listener impressions daily.

"One result of the plan will be to reduce the *quantity* of demands coming to the producer of each sponsored and sustaining program, and to increase the *quality* of the Government messages his program carries. Program producers are asked to use their maximum skill and ingenuity in helping to make Government messages assigned to them important and effective.

"In addition to eliminating confusion and duplication, the plan will place the responsibility for deciding on the relative importance of various Government messages where it belongs—with the Government. All networks and network advertisers have accepted the Allocation Plan."

In other words, as was done during the coal campaign, a particular broadcaster will be asked on a particular network period, sponsored or sustaining, to stress a given subject in that part of the period he turns over to Uncle Sam. During the week of April 27, for example, the emphasis will be on war bonds, car pooling and salvage. Basic information in memorandum form will be supplied the sponsor, agency and network and they may weave their patriotic "commercial" into their script in any way that seems most effective for its purpose and most palatable to their audiences.

Eager to Serve

Thus Fred Allen may be asked to insert a plug for war bonds, Bing Crosby a boost for pooled use of automobiles and Fulton Lewis jr. a plea to his audience to save paper and tin cans.

There is nothing compulsory about the "allocation" but it is hardly expected any of the sponsors will refuse, especially since they will be asked to do this only once a month on night programs and once every two weeks on daytime programs. This will avoid a situation now obtaining which OFF frankly recognzed in making this statement:

"Results have shown that no group in the country was more eager to serve than the radio industry, but as the volume and variety of Government requests for help multiplied in all directions, it became apparent both to the industry and to the Government that the successful use of radio for war information required careful planning.

"Networks, stations and program sponsors were being overwhelmed by a flood of requests for cooperation from dozens of Government agencies, both national and local. There was no way of knowing the relative importance of the various requests, and sometimes the very authority of the agency or individual asking help was in doubt. Much of the material was badly prepared. There were many duplications within the Government. Repetitive announcements irritated the audience, and reacted against the war effort. Government appeals for bond sales, enlistments, and so on were being over-emphasized; basic war information was not being emphasized enough."

As to Local Stations

Because the program schedules of local stations vary so greatly, the OFF radio planners found it impossible to extend to them the Network Allocation Plan. Accordingly, it plans to send out every two weeks its Radio War Guide which will indicate the relative importance of various Government messages which local stations may wish to carry. With each Radio War Guide will go an advance network allocation chart, so that each station manager may plan his daily schedule of Government announcements to avoid duplica-

OFF wants the stations to than the networks to maintain gram balance and listener in and to avoid "overcommercia tion" of the messages from W ington.

In addition to its function clearing house of Government terial furnished to radio, promises to cooperate with in its work of interpreting the to its listeners. OFF will not produce programs but will fu background information des to provide a clearer understan of the war itself, its issues, enemies and allies, the job of duction and sacrifice at home, job of the fighting forces.

"The work of radio in this eral field," says the OFF's of statement, "includes both new grams and new material on programs. The work of OFF meet the requests of the indu and its advertisers for Govern assistance in getting informa and Government advice on treatment of war material.

"One outstanding new prog is *This Is War!*, a half-hour gram on Saturdays at 7 (E on all four major networks. On program the combined talent American radio has been give the task of dramatizing the va aspects of America's war effort.

"Twenty-five more new prog series dealing with the natur the war, some sponsored by pri advertisers, some sponsored Government agencies, some ca by the networks as public serv are on the air or in preparati OFF is developing with the Hol wood Victory Committee and ot talent groups an orderly sys for the use of boxoffice stan these programs.

A Meeting Point

"According to the radio indus there is need for clear, specific information of various kinds informational programs eith planned or already on the air. Th programs want carefully prepa Government information (more tailed than what goes into the located messages) on such subje as conservation, health, empl ment and all the big and little in which the war affects the zen and makes demands on OFF, working with other Gove ment agencies, is attempting clarify and channelize this in mation for the benefit of the audience."

OFF's radio division is called its chiefs "the meeting point Government and the radio ind try." Some things it does not "It does not concern itself with supervision of spot war news reported over the air; it does concern itself with the free spe of radio as expressed in forums does not produce programs of own, nor direct the production suppression of others.

"Certainly," its official statem concludes, "OFF does not aim

FOGHORN TALK at the conclusion of the Spry's *Aunt Jenny* programs on CBS is provided by Adelaide Gerwig who uses one of the Wright-Sonovox units to pick up vibrations from her vocal chords. Miss Gerwig, who studied dramatics in Chicago, is an articulator, a profession in which there are only six women in the country.

Haggerty Revives Tax, Hears the Answers

Attempts Surprise But NAB, IBEW Respond

ATTEMPTING once more to catch the industry flatfooted with a proposal to saddle radio advertising with a discriminatory tax, John S. Haggerty, president of the International Allied Printing Trade Associations, found his moves anticipated at every turn when he appeared before the House Ways & Means Committee last Tuesday and suggested a "substantial" increase over his proposal of last year that radio broadcasters pay an excise tax of more than $12,500,000.

Promptly upon being called to the witness stand before the committee considering means of raising over 7 billions in additional taxes this year, Mr. Haggerty was attacked by the International Brotherhood of Electrical Workers and the NAB in the form of press releases distributed to newspapermen covering the hearings.

Committee Wise to Him

Also it was indicated by committee questioning following the submission of the proposal, that Congress views the Printing Trades Assn. request as a means of eliminating a competitor to other media of advertising.

Citing the Treasury case for a tax on broadcasting proposed last year which was subsequently thrown out by Congress, Mr. Haggerty said that "the presentation and findings of the Treasury Department, last year, for the levying of these excise taxes on the radio broadcasting industry was so convincing that we are at a loss to understand why the same recommendations have been omitted this year."

Quoting from the Treasury report, Mr. Haggerty said that "they (the broadcasters) possess unusual taxpaying ability which, in view of the Government's present revenue requirements, could properly be subject to special taxation; secondly, because their unusually high annual net profits are derived through the holding of a Government franchise or license which the licensee holds without cost; third, because these unusual profits are derived through the displacement of the jobs of some 25,000 skilled printing trades workers through the diversion of advertising from the printed page to radio broadcasting; and fourth, in order to equalize in part the competitive advantages which the radio broadcasters have, due to small taxes, if any, which they pay to local communities as compared with the heavy taxes paid by those who make possible job opportunities for printing trades workers."

Mr. Haggerty quoted liberally from Government reports purporting to show that networks and independent broadcasters have yearly earned unusually large net profits wholly through "their possession of a Government license awarded to them, as the Treasury Department reported, without cost."

Claiming that broadcasters have attempted to have Congress believe that a tax on broadcasting constitutes a tax on advertising, Mr. Haggerty cited the findings of the Treasury last year which stated that their proposals for a radio excise tax were distinct from a tax on advertising.

He also said that in the alleged claim of broadcasters that the industry is "the principal source of entertainment in America" it was claiming itself the greatest competitor of the "motion picture". He added, "Surely no one will contend that 'the motion picture,' radio broadcasting's 'closest competitor' in entertainment and amusement, is advertising."

Mr. Haggerty did not elaborate further on why he considered motion pictures an advertising medium.

Promptly after submission of his report to the committee, Mr. Haggerty was questioned by Rep. Disney (D-Okla.) who asked: "Is the object of this proposal a means to raise funds for the war effort or is it a matter taken up in the interest of the printing trade to ward off competition?"

Mr. Haggerty replied that the absence of an excise tax on radio did not allow for competition by other media.

Rep. Disney then quoted from a report submitted last year by the American Federation of Labor to the Senate Finance Committee which stated that the then proposed radio excise tax was discriminatory. He observed that the proposal appeared to him to be more of a matter of competition between labor groups "rather than a matter of raising revenue".

Competitive Effect

Rep. Treadway (R-Mass.) asked Mr. Haggerty what form of advertising would benefit if the proposed tax were to be levied on radio. The witness' replies indicated that he felt more advertising would be diverted to printed media.

Mr. Haggerty contended the proposed tax would lessen competition between radio and printed advertising media and was questioned on that score by Rep. Jarrett (R-Pa.). He asked: "Don't you think that such a tax would make radio an even keener competitor of printed advertising?" Mr. Haggerty replied that he did not think so, that he felt it would lessen competition.

Rep. Duncan (D-Mo.) asked: "If we taxed radio as you suggest, wouldn't it be just to also tax printers' inks and paper?" Mr. Haggerty returned to his previous allegations that radio was escaping taxes.

Rep. Treadway then observed that the radio industry now pays a heavy tax burden in Federal and State taxes applicable to corporations and business concerns.

In its press release, the NAB labelled the Haggerty proposal "selfish" and said it "would seriously interfere with radio's all out war effect and add comparatively little to the public treasury".

Radio's War Services

The release added that "curtailment of civilian consumption threatens drastically to reduce, if not to destroy, the revenue of broadcasters. "Nevertheless," it was added, "broadcasters are energetically and at great expense increasing their many public services vital to the war effort." The NAB release cited "increased radio facilities and coverage which are helping keep the American public the best informed people in the world by devoting many hours of broadcast time to war programs and are informing the peoples of the world of the ideals and efforts of the United Nations through American international stations."

Indicating that broadcasters were not attempting to avoid just taxes, the release stated: "The broadcasters are wholly satisfied to leave to Congress the determination of how heavy the burden of general taxation shall be, and will continue cheerfully to pay their share of all general taxes which Congress may see fit to impose."

"They object, however," NAB added, "to being singled out as a target for a discriminatory tax and to the use of the taxing power to hamper the normal operation of competitive enterprise."

IBEW Joins the Fray

The International Brotherhood of Electrical Workers, representing hundreds of radio technicians, in its press statement, said that its international president, Ed. J. Brown, in commenting upon the Haggerty appeal, termed the proposal "very little different from previous propositions advanced by the printing trades workers."

"Brown emphasized," the report added, "that a tax on radio broadcasting was denounced last year by the American Federation of Labor, before the Senate Finance Committee on the grounds that the tax advocated is punitive and discriminatory in favor of newspapers as against radio stations, and is designed to take work away from a new industry and throw it to an old one."

The statement concluded that, "Evidence that the printers' organizations have made their most substantial gains in membership simultaneously with the expansion of radio broadcasting, will also be submitted to the committee."

Haggerty Radio Tax Rebuffed By Both NAB and Labor Group

APPEARING briefly before the House Ways & Means Committee last Friday, Ellsworth C. Alvord, NAB tax counsel, summed up broadcasters' opposition to a special tax on radio on the grounds that: "It would imperil a vital public service; it would be discriminatory; it would not benefit labor; and it cannot be justified on any of the grounds advanced by its sponsors".

Mr. Alvord's detailed statement, which could not be read in its entirety to the House committee because of the short time allowed for various industry witnesses, was in answer to the proposal of John B. Haggerty, president of the International Printing Trade Associations, delivered to the committee last Tuesday [see story on this page]. Mr. Alvord's message, along with a memorandum from the International Brotherhood of Electrical Workers which also opposed the Haggerty proposal, was incorporated into the record for committee consideration.

It was pointed out in the NAB testimony that the "competitive situation" to which Mr. Haggetry had alluded many times in his proposal, "is such that it would be impossible for the broadcasting industry to pass on to the advertiser the added burden of the proposed tax".

"Under existing conditions," Mr. Alvord continued, "the industry likewise cannot hope to absorb the tax by increasing the volume of advertising". It was pointed out that due to wartime conditions the broadcasters were steadily losing advertising income due to programs being taken off the air because of wartime conversion of the manufacturing of most of radio's principal advertisers.

It was also brought out that radio's service to the public, since the outbreak of war, has multiplied many times with consequent decrease in available time for advertisers.

Answering charges that the growth of radio has decreased opportunities in other fields, it was shown in the testimony that labor in the printing trade—radio's principal attacker—has increased correspondingly with broadcasting's

(*Continued on page 52*)

Shellac Order Strikes Disc Production

Means to Stretch Supply Sought; Substitutes Are Considered

EFFECTIVE immediately, the supply of shellac used in the manufacture of phonograph records and radio transcriptions was cut April 14 to 30% of last year's figure by an order of the War Production Board. The order (M-106) also freezes 50% of all inventories of shellac of 10,000 pounds or more and 50% of all future imports.

WPB officials explained that it might be possible to reduce the amount of shellac used on each record. They pointed out that a considerable quantity of the substance is used in the body of phonograph records. For this a substitute must be found but the available supply, under the order, they believe is more than enough to care for the surfacing needs of both records and transcriptions. Despite the shellac limitation to 30%, they felt it actually would allow record manufacturers substantially more than 30% of last year's figure.

Must Report Stocks

Uses other than the manufacture of recordings were restricted to 75% of that used in the corresponding period of 1941 until June 30, 1942, and 35% by quarters, thereafter.

The order further specified that all persons who on April 1 had possession or control of 5,000 pounds of shellac must file with the WPB by May 9 a report on Form PD-334.

Shellac as defined in the order is lac of all grades but does not include lac which has been bleached, cut, or incorporated into protective or technical coatings. Stocks frozen by the order may be sold to the Defense Supplies Corp.

Uses exempted from the restrictions of the order were electrical equipment, navigational and scientific instruments, communications instruments, marine paints for vessels other than pleasure craft, grinding wheels, wood patterns for metal castings, specified health supplies and scientific research.

Reason for the drastic action is that India is almost the only source of supply and shipments are subject to extreme shipping hazards. Also, direct military requirements are heavy and use of shellac is necessary in certain essential civilian processes.

Hunt for Substitutes

To insure the availability of shellac this year for its most important uses, the WPB believes it necessary progressively to limit normal consumption. Especially was this true of phonograph records and transcriptions which normally represent about one-third of the nation's annual shellac consumption, the WPB says.

WPB officials said experiments are being made to reclaim old phonograph records and find a suitable substitute for shellac. As yet there is no known substitute, they indicated.

Last spring the field of transcriptions first felt the sting of priority control when aluminum was cut off completely. In experiments, steel had been found to serve as efficiently but that too was a critical material. Experiments with glass for use in the production of instantaneous transcriptions were already under way and manufacturers turned to this instantly.

At first there was some difficulty in manufacturing glass discs because of the trouble in turning them out perfectly flat. Technicians soon dissipated this problem. Next a priorities question arose when nitrocellulose and acetates used in surfacing the discs became vital to the war effort. This problem was also solved when a priority rating was obtained for these substances. A rating of A-10 was enough to insure the supply of these critical materials in sufficient quantity for the industry's purposes.

To date glass has served transcription needs efficiently without any loss of fidelity in recording. The fragile quality of glass calls for care in handling this type of transcription around the broadcast studio as well as in transit. Otherwise glass has very flexible properties.

However, the care necessary in handling glass transcriptions about precludes the possible use of glass in phonograph records.

Although the shellac order does not specifically hit the instantaneous transcriptions it does affect pressed transcriptions. Pressed transcriptions have been using shellac along with a plastic derivative called vinylite for surfacing records.

As yet no order has been issued affecting vinylite but there is a probable cutoff in the offing. Its components of chloride and ethyl cellulose are vital to the production of airplanes and gas masks, among other things. Vinylite has been under allocation control since Jan. 1.

WPB officials would make no positive comment on the immediate likelihood of such an order. Instead they said that much of this issue would be determined in the months to come by the demands of military needs occasioned by the tide of battle.

Vital to Broadcasters

In May, 1941, the NAB director of engineering, Lynne Smeby, conducted a survey among all radio stations in the country to determine the amount of time that broadcast stations used in the broadcast of records and transcriptions. Of the 197 stations which replied, the NAB rep... that 6.7% of the time is cons... by phonograph records and ... scriptions for 24% of the ... Thus stations use 30.7% of ... broadcast time for transcrip... and phonograph records.

From this it is apparent ... transcriptions are vital to ... broadcasting industry. Base... 1940 statistics gathered by ... NAB, the industry needs a ... of 1,130,000 instantaneous re... each year. All of these re... are consumed during the year ... a new blank record must be ... for each new recording.

Except for the possible ... to cellulose products in the f... there is no cause for fear of s... Furthermore the assurance ... least a 30% supply of shellac ... cover the needs of the ind... for the immediate future.

Under the order limiting s... of shellac, all record and trans... tion consumers will be able t... tain 30% of their 1941 consum... totals. But there is a possib... as the war goes on, and ship... from India become more haza... or less frequent that the s... may be further reduced. U... those conditions it is possible ... the transcription field might s... from further reduction of ... shellac supply.

Morale Angle

The morale value of phonog... records in the average home i... overlooked at present. In the ... ture, however, the question of ... portance of need may have t... determined. In other words, a t... scription which reaches thous... of people at a single hearing ... pears to be of greater m... value than a phonograph re... which is heard by a relatively ... people at a time. The need ... transcription records would be ... phasized in view of the NAB ... vey of time used in record ... transcription broadcasts.

Radio broadcasting stations ... approximately 60% of all re... ing records made, according t... NAB, based upon the raw mat... need of the entire recording ... ord industry. Government age... account for approximately ... of all raw materials used, the N... report further states. And ... have increased since Pearl Har...

Radio broadcasting uses for ... stantaneous recording discs inc... news broadcasts, rebroadcas... speeches by the President and ... public men, shortwave broadc... radio program production, del... broadcasts due to time differ... between the East and the W... references recordings of inte... tional programs, special Gov... ment programs and advert... agency use.

Government agencies which ... transcriptions are the Depart... of Justice, Army, Navy, Dep... ment of Agriculture, Departm... of the Interior, Selective Serv... WPA, NYA, Library of Cong... FCC, Coordinator of Inform... Treasury and others which ... their use essential to war ...

Transcribing Firms Discount Effect of WPB Shellac Order

Vinylite Generally Used for High-Quality Discs By Transcription Industry, Executives Say

ALTHOUGH the War Production Board informed the press last Tuesday that it had "reduced the output of phonograph records and radio transcriptions to approximately 30% of 1941 production by limiting the amount of shelac available to that amount," leading manufacturers informed BROADCASTING that they would not be affected by this order as they have not used shellac in their pressings for years.

Vinylite Used

A telephone survey of the larger transcription companies revealed that pressings made for library services or for use in spot campaigns by national advertisers are made of vinylite, a plastic which is manufactured in the United States and is not dependent on imports from India, as is the case of shellac.

Neither does the order affect the instantaneous transcriptions used by many stations to record network programs off the line for delayed broadcasts. The makers of blanks for such use reported that the glass bases of these discs (the aluminum formerly used for bases was one of the first priority victims) are coated with a compound which does not contain shellac.

Executives of companies which are the major producers of phonograph records were reluctant to make any comments on the situation resulting from the order, stating that they did not know yet how much the order would actually affect their production and until that has been determined they could not forecast the future activities of their companies.

Asked about possible substitutes for shellac, Frank Walker, vice-president in charge of recording for RCA Mfg. Co., said that all phonograph record makers have been searching for substitute materials for years, but that no one has claimed to have found one that is satisfactory to date.

Queried as to whether phonograph records could be made of vinylite as transcriptions are, he said that vinylite would be "terrifically expensive" for this purpose and that there is not nearly

(Continued on page 53)

THIS LITTLE APPROPRIATION WENT TO THE BOSTON MARKET

A GREAT MANY buyers of time think of Boston as a major market that requires a major appropriation. It's a major market, all right, but because of the unique situation that exists, you can do a thorough job with very little money. The *answer* lies in the "920 Club" a program that has developed so distinct a personality that it ranks with the best in daytime audience appeal. During its 12 full hours of fast moving musical entertainment each day, it sells cigarettes, cosmetics, bread, candy, and scores of other products on an extremely low cost basis. Among its sponsors are some of America's most widely known names as well as Boston's own favorites.

"920 CLUB"

A Participating Program
Write for information

WORL

BOSTON, MASS.

One of America's Greatest Local Radio Programs

General Mills Baseball Games Cover 84 Stations in 74 Cities

Co-Sponsors to Join in Many Cases as Schedule Covers Extensive List of League Contests

PLAY-BY-PLAY baseball again is being sponsored on a nationwide basis by General Mills, Minneapolis, with co-sponsors sharing in the broadcasts in many instances.

In all, 84 stations in 74 cities will carry the season's schedule.

Home games of the New York Giants and New York Yankees will be broadcast on WOR, New York [BROADCASTING, April 6]. On the West Coast General Mills will sponsor games on six stations in seven cities [BROADCASTING, April 13].

Co-sponsoring games in a number of Eastern cities this year is Atlantic Refining Co., Philadelphia [BROADCASTING, March 30]. Lever Bros., Cambridge, will co-sponsor games in Washington on WJSV with WINX carrying some night games [BROADCASTING, April 13].

Other Co-Sponsors

Socony-Vacuum Oil Co., New York, will co-sponsor games in Cincinnati, Cleveland, Dayton, Detroit, Michigan Network, Knoxville, and Toledo. Cities in which Lever Bros. will co-sponsor with General Mills beside Washington, are Columbus, Indianapolis, Kansas City, Milwaukee, Minneapolis, Minnesota Network, St. Louis and St. Paul. Cities Service Co. will sponsor games in Grand Forks, N. D. Other co-sponsors include:

Yellow Cab Gas, Oklahoma City; Sperry Flour Co. (General Mills subsidiary), Portland, Ore., and San Diego; Seattle, Lundquist-Lilly Clothing Co.; San Diego, Sperry and Wilson Packing Co.; San Antonio, Seven-Up. In a few cases local sponsors may be added during the season.

As usual General Mills will stage elaborate merchandising campaigns including welcome-home programs and store cooperation.

The Schedule

The complete General Mills schedule follows (city, station, announcers, co-sponsors, games):

Albany, N. Y.—WABY, Gren Rand, Dick Enroth, Atlantic Refining, Albany Senators all home and away games.

Buffalo—WGR and WKBW, Ralph Hubbell Atlantic Refining, Bisons home and away except home Sundays and holidays.

Boston—WAAB (through June 14), WNAC (starts June 15), WAAB (starts June 15), all originating for Colonial Network (WEAN WLBZ WLLH WTHT WNLC WHAI WLNH WSAR WFEA WNBH WATR WRDO WCOU WSYB WEIM WBRK W43B W39B), Jim Britt and Tom Hussey, Atlantic Refining, Red Sox and Braves, home games except Sundays.

Newark—WAAT, Earl Harper, Atlantic Refining, Bears home and away except home Sundays and holidays.

Philadelphia — WIBG, Byron Saam and Taylor Grant, Atlantic Refining, Phillies and Athletics, home games.

Pittsburgh — WWSW (keying to WMBS WISR WKST WJAC WFBG), Rosey Rowswell and Jack Craddock, Atlantic Refining, Pirates home and away except home Sundays and holidays with WISR carrying only day games and WJAC and WFBG beginning day games at 4 p.m.

Syracuse—WAGE, Tom McMahon, Atlantic Refining, Chiefs home and and away games.

New York — WOR (WNEW night games), Mel Allen and Connie Desmond, co-sponsorship pending, Yankees and Giants home day games including second games of Sunday double-headers, Giants home night games, Giants and Yankees away night games, except where Yankees away night game conflicts with home Giants night game; Yankees away day games on days when Giants are playing at home at night, and other major league games on days Yankees have open date at home or are rained out.

Washington — WJSV (WINX night games except where WJSV can start and continue any night from 8:30 pm.), Arch McDonald, Lever Bros., Senators home and away games except home Sundays and holidays, WJSV carrying all day games plus day games of other major league teams when Senators are playing at night.

Chattanooga — WDEF, Tom Nobles, Lookouts home and away.

Cincinnati — WSAI, Roger Baker and Dick Bray, Socony-Vacuum, Reds home and away except home Sundays and holidays.

Cleveland — WCLE and WHK, Jack Graney and Pinky Hunter, Socony-Vacuum, Indians home and away except home holidays and Sundays.

Columbus—WCOL, Joe Hill, Lever Bros., Red Birds home and away except first home, home Sundays and holidays.

Dayton — WHIO (synchronized with WSAI).

Detroit—WWJ and WXYZ, Ty Tyson and Harry Heilmann, Socony-Vacuum, Tigers home and away, originates for Michigan Network (WBCM WOOD WFDF WHLS WJIM WELL WIBM).

Grand Forks — KILO, Elmer Hanson, Cities Service, Chiefs home and away.

Indianapolis—WIBC, Bert Wilson, Lever Bros., Indians home and away except first home, home Sundays and holidays.

Iowa-South Dakota-Nebraska Network—KSO KOWH WNAX (KMA included in network), Gene Shumate and Don O'Brien, Chicago Cubs home games including selected American League games.

Kansas City—KCKN and WREN, Walt Lochman, Lever Bros., Blues home and away except first home, home Sundays and holidays.

Knoxville — WNOX, Lowell Blanchard, Socony-Vaccuum, Smokies home and away except first home, home Sundays and holidays.

Milwaukee—WISN, Dutch Underhill and Mickey Heath, Lever Bros., Brewers home and away.

Minneapolis — WLOL and WDGY (will carry day games together, originating from WLOL and WLOL will carry night games, WDGY will carry twilight games), Harry McTigue, Lever Bros., Millers home and away except first home, home Sundays and holidays.

Minnesota Network — KROC KYSM KFAM, Harry McTigue and George Higgins, Lever Bros., Millers and Saints except home Sundays and holidays, alternating daily between WLOL and WTCN.

St. Louis — KXOK, France Laux, Lever Bros., 10 minutes before games and 15 minutes after games, including night games, except home Sunday and home holidays played by Cardinals and Browns at home; KWK, Nick Stemmler, Lever Bros., 10 minutes before and 15 minutes after all games of Cardinals and Browns at home except Sundays and holidays.

St. Paul—WTCN, George Higgins, Lever Bros., Saints, home and away.

Toledo—WTOL, Roger Bacon, Socony-Vacuum, Mud Hens home and away.

Fargo—KVOX, Manny, Moe and Jack, Manny Margot, local, half of complete Twins schedule.

San Antonio—KABC, Bill Michaels, 7-Up, Missions home and away.

Dallas—WRR, Charlie Jordan and Jerry Doggett, local, Rebels home and away.

Fort Worth—KFJZ, Zack Hurt, local Cats home and away.

Oklahoma City — KOCY, Ted Andrews, Yellow Cab Gas, Indians home and away except home Sundays and holidays.

For West Coast games see BROADCASTING, April 13.

THE *Montreal Standard* (newspaper) has started a spot announcement campaign on CKCL, Toronto, placed by Stevenson & Scott, Montreal.

BEE'S TWINS have relegated the microphone to a tertiary position and Bee Baxter, conductor of the *Household Forum* of KSTP, St. Paul, makes sure her recently-arrived boy and girl are sound asleep before she proves that the hand that rocks the cradle rules the KSTP microphone.

Newspaper Groups To Consider Radio At Annual Sessions

Various Publisher Meetings Gathering in New York

THOUGH RADIO is not scheduled for discussion during the three-day annual convention of the American Newspaper Publishers Assn. at New York's Waldorf-Astoria April 21-23, the subject will be explored from several angles at meetings called during this week.

On Monday, newspaper publishers identified with radio have been called into session to scrutinize the current status of the FCC's inquiry in the newspaper-ownership of radio stations. The meeting has been called by Harold V. Hough, director of WBAP-KGKO, Fort Worth, as chairman of the Newspaper-Radio Committee formed in 1941 to represent newspaper-radio stations at the FCC hearings.

The NBC meeting was to be preceded by Sunday session of the Steering Committee, comprising Chairman Hough; Walter J. Damm, WTMJ, vice-chairman; Jack Howard, Scripps-Howard Radio; Gardner Cowles Jr., Iowa Broadcasting Co.; Tennant Bryan, WRNL, Richmond; James M. Cox Jr., WSB, Atlanta; Guy C. Hamilton, McClatchy Stations; Nelson P. Poynter, WTSP, St. Petersburg; John E. Person, WRAK, Williamsport, Pa. The full meeting will fall on the first anniversary of the committee's formation. Assessment of funds for continued work is one of the topics.

The Newspaper-Radio Committee's meeting is scheduled to take place just after the annual luncheon meeting of the Associated Press, which is expected to devote all its time to discuss changes in AP by-laws suggested by a special committee set up at last year's meeting for that purpose. The by-laws include further clarification of AP's arrangements for the sale of its news to radio stations through its subsidiary Press Association Inc. [BROADCASTING, April 6].

Treasury Weig... Disc Syndicati...

Callahan to Discuss Detail... Plan With Industry Group

UNCERTAIN of the future ... possible curtailment of bus... should the Government enter ... syndicated transcription field, ... dustry representatives will ... next week with Vincent F. C... han, director of press and ... at the Treasury Department. ... ent plans call for a discussion ... a possible means in which ... transcription industry can ... dinate itself in the Treasury's ... for locally sponsored transcr... programs.

Until now, the Treasury has ... producing and distributing ... a transcribed series called ... *Treasury Star Parade*. This ... three-a-week series being used ... 750 stations. Now the Treasury ... releasing a spot series which ... be sponsored locally, urging ... ers to invest in stamps and ...

According to Mr. Callahan, ... NAB suggested that progr... might be produced by the Tr... ury and sold to stations for ... sponsorship merely to cover ... At the moment, he is consider... just such a plan but anxious to ... no harm to the transcription ... dustry, Callahan has agreed to ... discussion with Frederic W. ... Jr., industry representative, ... other leaders. The industry's ... tention is that a Treasury step ... this direction would probably ... to adoption of the technique ... other Government agencies. Thro... they have no objection to this ... the industry is anxious to det... mine the extent and effects of ... a program.

The AP meeting will be ... dressed by Archibald MacLei... director of the Office of Facts ... Figures.

War topics will dominate ... year's meeting of the ANPA, wh... opens its sessions as usual ... Tuesday with a gathering of pu... lishers representing newspapers ... less than 50,000 circulation. T... general sessions will start Wedn... day morning.

The ANPA Bureau of Advert... ing is in charge of the Wednesd... afternoon session, which will ... clude addresses by Paul B. We... president of the Assn. of Nation... Advertisers; Miller McClintock, e... ecutive director of the Advertisi... Council; H. J. Heinz II, presid... H. J. Heinz Co.; Frederick Dick... son, sales manager of the Bure...

Frank E. Tripp, Gannett Newsp... pers chairman of the committee ... charge of the Bureau, will preside ... this session and also at the Bureau ... 21st annual dinner on Thursd... evening. Wartime topics will ... featured by the dinner's speakers ... Lord Beaverbrook, British lend-... lease coordinator; Francis ... Sayre, U. S. High Commissioner ... of the Philippines, and Ar... O'Hare McCormick of the N... *York Times*.

"Alas, my poor Buick..."

Or Packard or Chrysler or Olds or Ford or Chevvy or jaloppy. Alas, all cars that are being babied on account of they can't get new tires. And with gas-rationing in the wind. *What's it all about merchandisingly?* Check! More buying closer to home-plate. Fewer trips that pile up miles and burn up tires.

It's the new retail trend. For the duration, at least. And it's your chance to ride high, wide, and handsome on the magic carpet out of KDKA, Pittsburgh, making all stops. Look:

In the KDKA Area (Primary) are 2,000 towns with 3,200 drug-stores, 40,000 food-stores, 7,000 apparel-shops. Six million pairs of ears ready to receive a *well-delivered* commercial and make it pay off . . . to themselves, to you. 50,000 watts is no whisper; it's a golden voice in the Heart of Steel. Well-filled purses are going to town . . . the *nearest* one. Are *you?* That, Mr. Shakespeare, is the question.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WBZ • WBZA • WOWO • WGL
REPRESENTED NATIONALLY BY NBC SPOT SALES

House Probe Seeks Light on FCC Policie

Radio Press Views Are Slated for Airing

A CALL UPON the FCC for its formal and official views on such vital policy considerations as newspaper ownership of stations, licensing of networks, multiple ownership, means of ferreting out purported "monopoly", high power and, in fact, every current controversial issue, will be made by Chairman Clarence F. Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, during its hearings on the Sanders Bill (HR5497), which got under way last week.

Chairman Lea indicated Commission witnesses, probably to be called in mid-May, would be asked for such expressions in compliance with a series of questions propounded in the Sanders Bill, designed to reorganize the FCC from stem to stern. He made the disclosure last Thursday during questioning of Judge E. O. Sykes, president of the Federal Communications Bar Assn. and former chairman of the old Radio Commission and of the FCC.

Answers Are Ready?

Alluding to Section 7 of the Sanders Bill, which asks the Commission to study and report to Congress on all of these controversial issues, Chairman Lea asked the veteran ex-commissioner whether he thought the Commission had in its possession the answers to most or all of these questions. Judge Sykes, who previously had directed the FCC's far-reaching legislative inquiries into most of these matters, said in his judgment the Commission "should have practically everything you have in mind on hand now".

Hearings on the Sanders Bill got under way last Tuesday (April 14) with testimony by Herbert M. Bingham, Washington attorney and member of the executive committee of the Bar Assn. Most of the recommendations of the committee had been incorporated in the Sanders Bill which, among other things, would divide the Commission into two separate, autonomous divisions, one handling broadcasting and related matters and the other covering the common carrier field.

Mr. Bingham testified during the Tuesday, Wednesday and part of the Thursday morning session, and was followed by Judge Sykes, who agreed in principle with the FCBA recommendations, but under cross-examination went considerably beyond the scope of these suggested changes. He was followed in the afternoon session by NAB President Neville Miller, who urged three amendments to the Communications Act to prevent the FCC from running out of bounds and to safeguard the industry.

The hearings got off to a rather desultory start the first couple of days. Interest heightened, however, with Judge Sykes and Mr. Miller on the stand. The hearings wound up Thursday until May 5, at which time the major networks are expected to testify. The deferment was upon request of the networks, because of scheduled oral arguments before the Supreme Court during the week of April 27, or of May 5, on appeals from the FCC's chain-monopoly regulations.

With Congress in quasi-recess, only six or eight members of the 25-man Committee attended the sessions, with Chairman Lea, Reps. Sanders (D-La.), author of the bill, and Halleck (R-Ind.) carrying the burden of the interrogation.

Newspaper Angle

Greatest interest appeared to surround the FCC's newspaper divorcement proceedings. Repeated questions from Committee members were directed against such a ban, and generally challenged the authority of the FCC to discriminate among station licensees.

When the hearings resume May 5, a glittering array of network talent is expected to appear. Witnesses for CBS, it is understood, will include President William S. Paley; Edward Klauber, Chairman of the executive committee; Dr. Frank Stanton, Research Director; John J. Burns, general counsel, and Elmer Davis, news commentator. NBC's witnesses have not yet been definitely aligned, but it was expected that Frank E. Mullen, vice-president and general manager, would appear as principal witness, in lieu of President Niles Trammell, now recuperating from a recent illness. Among other witnesses, it is expected, will be John T. Cahill, general counsel. Plans of other industry groups regarding testimony have not yet been announced.

The FCC, it is expected, will be called upon to wind up the hearings. Chairman Lea at the very outset, however, said that all interested parties would be heard.

He estimated the hearings would run probably four to six weeks, not including recesses. The committee proposes to meet Tuesdays, Wednesdays and Thursdays from 10 a.m. till noon, when the House convenes. Chairman Lea indicated also, that rebuttal testimony would be allowed if conditions warrant.

Cox Plan Inactive

Meanwhile, the Cox Resolution (HRes426), for an old-fashioned prosecutor type investigation of the FCC, was held in suspense by the Rules Committee. Rep. Cox (D-Ga.) said last week he hoped to have the Committee again consider his resolution this week, that FCC Chairman Fly, as well as other members of the FCC majority and minority, would be called.

He plans to reply to charges

(*Continued on page 46*)

GOO-GOO TALK is the forte of this young lady of nine months who heard of the industry's urgent need for announcerettes to replace males called to the service. Child is Nancy Joe Steetle, daughter of Ralph Steetle, radio professor at Louisiana State U, who found that the mike isn't a lollypop.

Summary of Bar Association's Proposals for Changes ..

LEGISLATIVE proposals made to the House Interstate & Foreign Commerce Committee last week by Herbert M. Bingham, Washington attorney, who appeared as initial witness for the Federal Communications Bar Assn. were summarized by the former FCBA president in the course of his testimony. The first summary, published herewith, covers proposed changes in the administrative setup or basic organization of the FCC; the second, proposed changes in the procedure employed by the Commission. The third phase of his testimony, related to judicial review provisions, is not summarized, but is covered in the lead article on this page:

FCC Reorganization

(1) The whole Commission will have and exercise all legislative and quasi-legislative powers conferred by the Act. It will have power and authority to adopt and promulgate any rule or regulation of general application required or authorized by the Act, including procedural rules and regulations for the Commission and each division. The whole Commission will have plenary authority over emergency services, the qualification and licensing of operators, the selection and control of Commission personnel, the assignment of bands of frequencies to the various radio services, and over many other subjects and services as at present.

(2) The present judicial and quasi-judicial functions of the Commission will be vested in the proposed divisions in so far as those functions relate to the most important and controversial subjects within the jurisdiction of the Commission.

Jurisdiction to hear and determine all cases arising under the Act or regulations relating to broadcast, television, facsimile and kindred communications intended for public reception will be vested in the Division of Public Communications. Similar jurisdiction with respect to common carriers and communications intended for a designated addressee will be vested in the Division of Private Communications.

Status of Chairman

This plan not only recognizes the basic and fundamental differences between the two types of communications involved and the nature of the questions presented by each, but it also provides a method for obtaining proper consideration of those cases by persons who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by the demands of basically different problems.

(3) The status of the Chairman will be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made the exclusive business of the divisions.

Experience has amply demonstrated that the Chairman cannot be expected to devote the time and attention necessary to the proper handling and disposition of these matters and also efficiently to discharge the many other duties which are unavoidably his under the Act. As to these other duties, an attempt has been made to clarify the status of the Chairman and to make him and him only the official op man and representative of the C mission in certain important resp

We do not make the claim that proposal concerning this subject constitute a panacea for all ills; do we claim that it constitutes only method of dealing with this ject. We do, however, claim that changes proposed by us in these sections will bring about a needed and desired separation of executive, judicial and legislative tions of the Commission; will tribute to a sounder knowledge part of the Commissioners of the munication problems committed them; will make for orderly pro ure and harmony of decision; will divide the duties and functions of Commission among its membership to make adequate performance sible; and will expedite the dis tion of matters which come before Commission for its determination decision.

Proposed Procedure

1. It would make clear that a tition for rehearing can be addres to any decision, order or requirem made by the Commission or any vision thereof either by any part the proceeding which gave rise to order, or by any other person grieved or whose interests are adv ly affected thereby. Except as to ters arising under Title III of present Act (broadcast cases), right to file a petition for rehearing now limited to parties to the pro ing which results in the deci order or requirement complained

It is conceivable that in cer cases the Commission may enter final order which vitally affects

(*Continued on page 51*)

Many Food Firms Prepare Copy for Nutrition Program

Grocery Group Declares Air Will Be Used Extensively

A LARGE number of food manufacturers are already preparing advertisements tieing in with the national nutrition program, according to the Associated Grocery Manufacturers of America, which reports that radio will be extensively used in promoting the plan. Withholding names for the present, AGMA stated that a large cheese company will shortly begin devoting a portion of its network broadcasts to the "U. S. Needs US Strong" theme, and that spot campaigns based on the nutrition theme are being set up for crackers and for a cereal.

Radio's Role

Declaring that "radio can do a tremendous job to help this victory program", John Murphy, publicity director of AGMA, said that any good advertiser—or for that matter any advertiser—wishing to link his radio program to the campaign should first get approval of his scripts from the Nutrition Unit, Information Service, Office of Defense Health & Welfare Service, 801 Pennsylvania Ave., Washington.

"It is not necessary to submit the script of every broadcast in the series," Mr. Murphy said, "but only a sample script, probably the first of the series, as if that one is OK it is presumable that the remainder of the series will likewise be acceptable."

AGMA will be glad to cooperate with any advertiser, agency, station or network regarding any proposed campaigns with nutrition themes, Mr. Murphy said. Stressing the fact that AGMA has no power or authority to approve such campaigns, he explained that AGMA officials have, however, worked very closely with the Government in planning and setting up the entire plan and that therefore they are in a good position to give advice as to what copy treatment the Government is apt to welcome and what will probably be rejected.

"We want it clearly understood," he stated, "that AGMA is not taking any responsibility for copy, nor is it attempting to tell any advertiser what to do. We are merely trying to assist our members and others in their cooperation with the Government."

Listening Dip

NIGHTTIME radio listening in March dropped back to 30.5 from the higher seasonal winter peak of 33.2 in February, according to the Index of Listening released last week by the Cooperative Analysis of Broadcasting. The March nighttime figure is slightly higher than last year, while the CAB Index figure for daytime listening in March is the same this year as in March 1941.

Golden West Network Formed With 12 Stations on the Coast

Lane, Richards, Hamilton and Dumm Behind New Enterprise, With KFBK, Sacramento, as Key

FORMATION of a new regional network on the Pacific Coast, which will be officially launched May 1, was announced April 14 at Sacramento, by Howard Lane, business manager of the McClatchy Broadcasting Co. The new chain, which will start off with 12 member stations, is to be known as the Golden West Network and will be represented nationally by Paul H. Raymer Co.

Mr. Lane

Eleven of the stations are located in the major cities of coastal and central California, while the 12th is at Reno, Neb. There is possibility the network may expand to the Pacific Northwest.

KFBK, Sacramento, will be the key station with all traffic handled from that point.

The prime movers in the organization of Golden West Network have been G. A. Richards, president of KMPC, Beverly Hills; Guy C. Hamilton, vice-president and general manager of the McClatchy Newspapers, which own five of the member stations of the new chain; Wesley I. Dumm, owner of KSFO, San Francisco; KROW, Oakland, and the new shortwave station KWID.

Following are the member stations: KMPC, Beverly Hills; KFOX, Long Beach; KFSD, San Diego; KXO, El Centro; KTMS, Santa Barbara; KPRO, Riverside; KERN, Bakersfield; KMJ, Fresno; KWG, Stockton; KFBK, Sacramento; KSFO, San Francisco; KOH, Reno. The McClatchy-owned stations are KERN, KMJ, KWG, KFBK, KOH.

The new network replaces California Radio System, which comprised the McClatchy stations plus KFWB, Hollywood, and KSAN, San Francisco. Neither of the latter stations is in the new setup. The California Radio System was originally started a little more than five years ago in a collaborative deal between Hearst Radio and McClatchy. KEHE, former Hearst station in Los Angeles, now defunct, was the key for the network at the time.

When the Hearst interests sold KEHE and dropped their interest in the California Radio System, the McClatchy stations took over the management of the network and it grew into a highly successful regional.

Mr. Lane, who will direct the destinies of the Golden West Network, left for the East Coast April 14 for a routine business trip. He is also director of the 15th NAB district.

A & P Food Spots

IN LINE with nationwide nutrition campaign by the Government The Great Atlantic & Pacific Tea Co., New York, on May 7 will start a series of thrice-daily five-minute programs on 44 stations throughout the country to continue through the summer months. Titled the *A&P Market Reporter*, the programs will urge consumers to purchase fresh fruits and vegetables. Agency in charge is Paris & Peart, New York.

Cubs Buying Spots

CHICAGO CUBS, to stimulate attendance at the opening home games, have placed a varied schedule of one-minute announcements in Chicago on WGN WBBM WIND WJJD WCFL WENR. Agency is Arthur Meyerhoff & Co., Chicago.

SALESMEN OF WSBT, South Bend, Ind., have adopted a new version of peddling. Tire saving has put them on bicycles for their daily rounds—and they say they like it because it eliminates wasted time hunting and they say they like it because it eliminates wasted time hunting parking. Cyclers are (l to r): Mitchell Morris, Art Richardes, Bob Drain.

DIRECTORS REVIEW MBS SALES STATUS

PLANS for an aggressive sales campaign were drawn April 15-16 at the MBS board of directors meeting in Chicago. Meeting in closed session at the Drake Hotel, they reviewed the entire network sales picture with all concerned over a means of regaining the revenue which will be lost when Coca-Cola's *Spotlight Bands* go off the air May 2.

Discussion also centered on a plan for wider stock distribution making MBS stock available to affiliates who wish to become stockholders.

Attending the meeting were W. E. McFarlane, E. M. Antrim, WGN, Chicago; T. C. Streibert, A. J. McCosker, WOR, New York; Louis Allen Weiss, Don Lee Network; H. K. Carpenter, WHK-WCLE, Cleveland; J. E. Campeau, CKLW, Windsor-Detroit; Hulburt Taft Jr., WKRC, Cincinnati; Hope Barroll, WFBR, Baltimore; John Shepard 3d, Yankee-Colonial Network; I. R. Lounsberry, WGR-WKBW, Buffalo; Fred Weber, MBS general manager; Edward Wood, sales manager.

Eaton Paper Drive

EATON PAPER Corp., Pittsfield, Mass., is advertising its writing paper in its first national radio campaign with one-minute thrice-weekly transcriptions on 28 stations. The campaign, which started March 17, calls for 26 broadcasts of transcribed dramatizations on WBAL WNAC WBBM WLW WTAM WFAA WJR WTIC WFBM WDAF KFI WIOD WTMJ KSTP WABC WKY WOW WCAU KDKA KGW WPTF WHAM WOAI WGY KOMO KPO and WRC. Agency is Grey Adv., New York.

General Foods Vacation

GENERAL FOODS Corp., New York, departing from its policy of former years, is planning no summer replacement programs for the Friday evening Kate Smith show on CBS, or Jack Benny's Sunday night broadcasts on NBC, but will avail itself of the summer hiatus policies of the networks and resume both programs in the fall. Benny will take a four-month vacation after the May 30 broadcast, and Kate Smith's Friday program goes off the air June 26 for 11 weeks. General Foods has not yet decided on the summer plans for Kate's five-weekly noonday chats on CBS. Agency is Young & Rubicam, New York.

O'Sullivan Back

O'SULLIVAN RUBBER Co., Winchester, Va., on April 20 returns to WABC, New York, for its second campaign for O'Sullivan Rubber Heels on Arthur Godfrey's early morning program. The first campaign on the show ran last fall, but was not renewed at the end of 13-weeks because of the uncertainty of obtaining rubber. The company has solved the problem by using reclaimed rubber. Series will be Mondays, Wednesdays and Fridays, 7-7:45 a.m. Agency is Bermingham, Castleman & Pierce, New York.

TIDE WATER OPENS TRACK MEET SERIES

TIDE WATER ASSOCIATED OIL Co., San Francisco, one of the West's largest sportscast timebuyers, has started sponsorship of a series of eight track and field meets involving the teams of the southern division of the Pacific Coast Conference. Harold R. Deal, manager of advertising and sales promotion for Tide Water, announced the oil firm's early spring sports program.

KMPC, Beverly Hills, Cal., will originate all broadcasts of meets taking place in Southern California with Frank Bull as sportscaster. In Northern California, meets held at Berkeley or Palo Alto will be described by Doug Montell and will be carried on KSFO, San Francisco. Since four of the meets involve teams from both sections, a special Associated network will be used on those occasions, with KSFO and KMPC linked together to give complete statewide coverage.

In the case of the four meets to be broadcast on only one station, an event-by-event summary of other meets will be included.

LOWELL THOMAS, radio commentator, will deliver the commencement address at Franklin & Marshall College, Lancaster, Pa., May 18. He will receive the honorary degree of Doctor of Letters.

FCC and Office of Censorship Probes Lead to Cancellation of Shuler Program

INQUIRIES instituted both by the FCC and the Office of Censorship resulted in the cancellation early in April by KMTR, Hollywood, of scheduled broadcasts by Rev. Robert P. (Fighting Bob) Shuler, pastor of Trinity Methodist Church, Los Angeles, whose air tirades a decade ago resulted in cancellation of the license of his own station.

KMTR announced that it had terminated the twice-weekly broadcasts of Shuler, and inferred that it was upon official instruction. In Washington, however, it was learned that the Office of Censorship, upon complaint of a listener, had called upon the station to supply scripts of the Shuler tirades.

FCC's Action

FCC records revealed that the Commission likewise had called for Shuler scripts. KMTR is operating under a temporary extension of license and its regular renewal has not been granted. While the FCC did not announce the reason, established practice is to withhold regular renewals pending investigations of stations, including program content.

Rev. Shuler was operator of the former KGEF, Los Angeles, which was ordered off the air by the Federal Radio Commission in 1930 because of the pastor's vituperous outpourings. The case went all the way to the Supreme Court, which sustained the Commission's edict.

In connection with the KMTR action, Rev. Shuler said he did not know "the grounds upon which such an official order was issued". He said Reed Callister, KMTR attorney, had informed him that the ban request came from Washington. Rev. Shuler for several years has broadcast his Sunday morning church services and a Saturday night quarter-hour *World Affairs* program on KMTR. The Office of Censorship request for script came after a listener complaint that he had attacked Army and Navy high commands.

Hinds Cream on 64

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J., on May 7 will start its spring campaign for Hinds Honey & Almond Cream, using one-minute transcriptions, station breaks and participations for an eight-week period on 64 stations throughout the country. Agency is Wm. Esty & Co., New York.

NO 'PATSY' on the control [board] is Patricia Wright doing the twisting for KWSV, Washington State College station. Interviewers are (l to r) standing: Daphne [Ja]son, Spokane; Eleanor Todd, [Ro]man; Darlene Schmidt (non-Spokane. The girls are prepared for radio jobs in the event a power shortage hits the college

FCC to Hold Hearing On C. T. Sherer Co. Plea To Extend Worcester Time

HEARING on the application of C. T. Sherer Co. Inc., holder of a construction permit for a new station in Worcester, Mass., for extension of its completion date, has been ordered by the FCC. Under Commission procedure, an applicant upon receiving a grant must file for a commencement date and completion date for his construction.

Originally the Sherer Co., Dec. 17, 1940, had received the construction permit for its projected station, WMAW, for 250 watts on 1200 kc., now 1230 kc. under the NARBA. Commencement and completion dates had been set for Dec. 17, 1941 and July 17, 1941, respectively, the six-month construction period usually alloted by the FCC. However, a plea for reconsideration of the grant was entered by a rival applicant, Worcester Broadcasting Co., and this, coupled with construction and telephone line difficulties, impeded progress on the new station, according to the Sherer Co.

Accordingly, when the rival applicant's plea was dismissed by the FCC, the Sherer Co. asked for extension of its completion date to July, 1942.

The new station is 100% owned by the R. C. Taylor Trust, with Frank F. Butler, trustee, president; W. Robert Ballard, store management counsel, vice-president; Raymond A. Volz, store management counsel, treasurer.

Pepperell Talks

PEPPERELL MFG. Co., Boston (fabrics), on April 23 will start a series of weekly quarter-hour talks on Mutual by Eleanor Earle, Washington woman's commentator and home economist, who will discuss the effect of the war on household problems and offer practical suggestions. The programs will originate on WOL, Washington, and be heard on the 19 Colonial stations, WNAC WEAN WJAR WLLH WSAR WSPR WICE WFEA WNBH WTHT WFCM WBRK WNLC WLNH WHAI WSYB WCOU and WLBZ. Other Mutual stations may take the series with commercials delete. Agency is H. B. Humphrey Co., Boston.

BIG IN FEBRUARY — BIGGER IN MARCH

	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A.M.	46.4	26.4	9.8	8.0	9.1
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P.M.	40.8	33.4	7.3	10.5	7.6
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P.M.	46.8	11.5	21.7	11.3	8.2
TOTAL INDEX 8:00 A.M.-10:30 P.M.	45.0	20.2	15.7	10.6	8.2

C. E. HOOPER
DAY AND NIGHT
8 A.M. to 10.30 P.M.

WCPO
28% Better than "C"
90% Better than "D"
146% Better than "E"

And....
All Day Long....
3 Other Cincinnati Stations *Combined* Can *Not* Equal WCPO's Listening Audience.

WCPO
AFFILIATED CINCINNATI POST
CINCINNATI
•
THE BRANHAM CO.

lwood Successor o Nelson as Bate leads Shortwaves

. John Is Named by NBC to ead Its London Office

RED BATE, director of NBC's ff in Western Europe since 1932, d until recently London corres- ndent, has been appointed mana- r of NBC's International Divi-

Mr. Elwood

Mr. Bate

on, in charge of shortwave broad- sts, it was announced last week y Frank E. Mullen, vice-president nd general manager.

In his new position, first job he as had in the United States since 912, Mr. Bate succeeds John W. lwood, who has been transferred o NBC's Pacific Coast division, re- orting to Sidney N. Strotz, vice- resident in charge. While his du- ies have not been specifically an- ounced by NBC, it was authori- atively learned that on May 1 Mr. lwood will become manager of PO, San Francisco, taking over rom A. E. Nelson whose resigna- ion becomes effective on that date. obert St. John, veteran reporter hose voice is heard nightly from ondon on NBC's world news oundup, is now in charge of the etwork's London office formerly eaded by Mr. Bates.

Long in Europe

Before joining NBC in 1932, Mr. Bate had spent 20 years in Europe as a student, as a member first of the Austrian Section of the Repar- ations Commission and later of the United States unofficial delegation to the Commission until its dissolu- ion in 1930, and finally with the Paris branch of an American bank.

Since outbreak of the war, Mr. Bate has been on the air almost daily from London. Wounded in an air raid, he came home to recup- erate and then went back to his London post, returning to the Unit- ed States on leave a few weeks ago.

Mr. Elwood was appointed man- ager of the International Division in April, 1941, having rejoined NBC after several years' absence from that company. A native of Ilion, N. Y., he attended Amherst and Harvard, and in 1917 became as- sistant to the vice-president of General Electric Co.

In 1922 he was appointed secre- tary of RCA, and in 1927 joined NBC as assistant to the president, later becoming a vice-president. He worked with NBC until 1934, leav- ing that company to become secre- tary of the executive committee of the Will Rogers Memorial Commis- sion and an officer of the Institute of Public Relations.

Nelson to Vacation

Mr. Nelson for more than 3½ years manager of KPO, resigned ef- fective May 1 and will vacation before announcing his new affili- ation. A pioneer in broadcasting, Mr. Nelson entered radio in 1923 when he founded WIBO, Chicago, remaining as its principal owner until 1933 when the station was dis- continued.

He joined NBC in 1934 and short- ly after was appointed general manager of KOA, Denver. Three years later he was made manager of KDKA, Pittsburgh, and in 1938 moved into NBC's New York head- quarters as BLUE sales manager. Transferred to the West Coast in October, 1939, he was made gen- eral manager of KPO-KGO, San Francisco outlets for the Red and Blue respectively. Shortly after- ward he was named assistant vice- president of NBC western division. With recent separation of the net- works, Mr. Nelson continued as manager of KPO. William Ryan assumed management of KGO.

Upon relinquishing management of KPO, Mr. Nelson will attend the FCC hearing of his petition for re- licensing of WIBO, Chicago, under his operation. The station was dis- continued in 1933 under the since repealed "quota" provisions of the radio law.

Pre-Blackout

TELEPHONE quiz was conducted prior to a blackout by WWVA, Wheeling, despite curtailment of telephone calls by the citizenry. The station solved the problem by transcribing the program early in the afternoon and then running it off at the regular evening period.

CIGAR GROUP TESTS BROADCAST SERIES

IN A DRIVE to promote the sale of tobacco products, the Cigar Institute of America, has joined with WLW, Cincinnati, in presenting a series of weekly half-hour programs titled *Highlights & Shadows*, while plans to continue the campaign by extending it to other radio stations throughout the country will depend on the reactions of tobacco dealers and distributors.

Presented "through the courtesy of your retail tobacco dealer", the programs carry three commercials each week in a week-day 10:30 p.m. period, selected to reach listeners when they are apt to be relaxing with a good cigar, according to H. W. McHose, director of the Cigar Institute.

The Institute is collaborating on the editorial direction of the variety program and WLW is contributing the time and talent, as well as organizing a "Tobacco Trade Extension" service to contact retailers.

12 good reasons why you should use WQXR . . .

1. MARTINSON'S COFFEE **288** *weeks on* WQXR	2. VENIDA TISSUES **286** *weeks on* WQXR	3. STROMBERG-CARLSON RADIOS **137** *weeks on* WQXR	4. G & D WINES AND VERMOUTH **133** *weeks on* WQXR
5. WILLIAMS SHAVING PREPARATIONS **108** *weeks on* WQXR	6. BOTANY WORSTED MILLS **108** *weeks on* WQXR	7. FELS NAPTHA SOAP **101** *weeks on* WQXR	8. GENERAL FOODS CORP. **84** *weeks on* WQXR
9. SCHRAFFT'S RESTAURANTS **70** *weeks on* WQXR	10. GULDEN'S MUSTARD **62** *weeks on* WQXR	11. JERGENS-WOODBURY BEAUTY AIDS **58** *weeks on* WQXR	12. WELCH'S GRAPE JUICE **37** *weeks on* WQXR

Other Clients Now Using WQXR:
PEPSI - COLA
RUPPERT BEER
VICTOR RECORDS
KRE - MEL DESSERT
DUNHILL CIGARETTES
BEECHNUT CHEWING GUM

10,000 WATTS NIGHT AND DAY CLEAR CHANNEL
WQXR
"MUSIC SELLS THE WORLD'S GREATEST MARKET"

Big Coast Dress Chain Starts Regional Series

MODE O'DAY Corp., Los Angeles (cotton wash dresses), operating more than 300 stores and formerly an occasional user of West Coast radio, on April 12 started sponsoring a weekly 10-minute news commentary on 11 CBS Western stations (KNX KQW KARM KROY KOIN KIRO KOY KVOR KTUC KSL KLZ), Sunday, 5:45-5:55 p.m. (PWT). Contract is for 52 weeks. Series features Knox Manning as commentator with news especially slanted to women.

Tie-in promotion includes retail store display material for both windows and interiors; package inserts; direct mailing pieces and newspaper advertisement. This is one of the few times a manufacturer of modestly priced dresses has used network radio to establish consumer contact, and if successful it will open a new field for radio selling, according to G. F. Glasser, president of Glasser-Gailey & Co., Los Angeles agency.

Supreme Court Ruling Is Seen By Summer in Monopoly Case

Argument Slated Week of April 27, With Decision Expected Before Recess; Networks File Briefs

THE FATE of the FCC's chain-monopoly regulations, now temporarily stayed, will be determined by the Supreme Court before its summer recess June 30, as a result of definite scheduling of arguments on the appeals of NBC and CBS for the week of April 27. The rules postponed a half-dozen times, are under suspension pending Supreme Court determination of the jurisdictional question.

NBC and CBS last week filed with the court and with other parties in interest their briefs in the case, preliminary to oral arguments. The highest tribunal is asked to reverse the decision of the statutory three-judge court in New York, rendered Feb. 21, dismissing original appeals from the FCC regulations on grounds of lack of jurisdiction. The Supreme Court is petitioned to remand the case with directions to the lower court to hear and determine the motion for preliminary injunction and to consider the original appeals on their merits.

Stay May Continue

The Supreme Court customarily sits until June 30, prior to adjournment for the summer. The temporary stay issued by the New York statutory court expires as of May 1, but in view of the acceptance of jurisdiction by the superior tribunal it is expe... the suspension will be conti... until the court finally hands ... its opinion.

FCC and MBS, as interve... have until April 27—the week ... for oral argument—to file ... reply briefs. It is expected ... Telford Taylor, general co... of the FCC, will argue the ... for the Government; Louis G. C... well, chief counsel of MBS, ... that network; Charles E... Hughes Jr. and John J. B... for CBS; and John T. Cahill, co... sel for NBC, for that netw... and for WOW, Omaha, ... WHAM, Rochester, which joi... in the NBC appeal.

In their briefs filed April ... the networks in effect stated t... the question presented to the hi... est tribunal is whether they ... entitled to review an order of ... FCC promulgating regulati... which affect their contractual ... lations with broadcasting stati... and thereby impair their abi... to carry on business, in a ... brought under Section 402 (a) ... the Communications Act. Alter... tively, CBS said the issue embra... the question whether it is confi... under the statute, to intervene ... before the FCC upon applicati... by affiliated stations for rene... of their licenses.

Both networks contended t... irreparable injury would be d... if the chain-monopoly regulati... are invoked. Network broadcasti... as it is known today, they argu... would become a relic of the pa...

CBS said that the Commissi... order "aims to outlaw the ve... provisions which are most signi... cant and essential to the relati... ship between Columbia and its a... filiates". The order, while ost... sibly directed at the conduct ... the affiliated stations, "in reali... strikes at the foundation of Colu... bia's business as a network."

'First Call' Clauses

The effect of the three regu... tions banning option time wo... be to "destroy the network as ... joint enterprise, of which the ne... work organization and all its affi... ated stations are cooperating mem... bers, and to compel a condit... whereby, regardless of affiliati... relations, every station is ava... able to every network on a 'fir... come, first served' basis."

Provisions under the propos... regulations whereby an arrang... ment can be made by an affiliat... station to give a network "fir... call", were characterized by CB... as onerous, since another regul... tion prohibits any arrangeme... whereby the network may be give... first call upon the time of its a... filiated stations. "This strikes a... the root of the existing affiliati... system," CBS said.

CBS told the court that und... Regulation 3.106 it would be re... quired to dispose of the stati... it owns at Charlotte (WBT) an... serious doubts are raised whether... the network would be allowed t... continue its ownership of WCC... Minneapolis, and WJSV, Washing...

Speaking of Chicago . . .

When advertisers buy spot radio in Chicago, W-G-N is their first choice. W-G-N leads all other major Chicago stations in volume of local and national spot time.

W-G-N not only leads but carries more local and national spot business than any two major Chicago stations combined.

50,000 WATTS
720 KILOCYCLES

WGN

A Clear Channel Station

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. • PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

n. This provision specifies that no ense shall be granted to a net- rk organization for a station any locality where the existing tions are so few or of such un- ual desirability that competition uld be substantially restrained such licensing.

The inevitable result of the regu- tions, CBS contended, would be deterioration in the quality of staining programs because of loss business to competing adver- ing media such as newspapers, agazines and outdoor advertising. ven the financial returns from the ght stations owned or leased by BS would be adversely affected, was contended.

Procedure Explained

In its argument on jurisdiction, BS contended that it had followed roper procedure in proceeding be- re the statutory three-judge court nder the Urgent Deficiencies Act. he suggested substitute proced- re of intervention on particular ense applications is either un- vailable to CBS or inadequate, the etwork held. Further, CBS argued at the case satisfied the conven- onal requisites of equity jurisdic- on and that the suit was not pre- ature, as the FCC had contended.

NBC, through Counsel Cahill, avid M. Wood for WOW, and homas H. Middleton for WHAM, rst described the nature of nation- ide network service under the merican plan of commercial op- ration. The system of affiliation ontracts was described as the ssence of chain or network roadcasting as presently con- ucted". NBC regards option time as the sine qua non of network roadcasting", and this constitutes the most bitterly contested sub- tantive issue" in the case, the rief continued.

After reciting the functioning f contractual relations between etworks and affiliates, NBC said hat failure of a single station in market indispensable to an ad- ertiser to accept a particular pro- ram would cause the advertiser to ithdraw, would defeat the desire f all of the other affiliated sta- ions to carry the program, and ould deprive the public of a na- ionwide network program.

The very existence of nationwide roadcasting is, therefore, depend- nt upon the ability of a network o operate as a cohesive unit, and hat ability is based upon the af- liation contracts and upon option ime in particular."

Forced Sale

In reviewing the regulations, NBC pointed out that as originally ssued on May 2, 1941, two of he eight sought to effect a forced isposition by NBC of either its Red" or "Blue" network and orced the disposition of certain tations licensed directly to NBC nd other network organizations.

NBC said it was not necessary to iscuss the substance of these two egulations as they have been large- y postponed in effect. The remain- ng six seek to effect a drastic revision of the contracts of affiliation between network organizations and independent standard broadcast stations, and constitute the crux of the case.

The Commission's order caused immediate and drastic injury to NBC, the brief stated. Between May 2, 1941, when the original order was promulgated, and Oct. 30, 1941, the date of the filing of the complaint, 48 stations affiliated with NBC served notice of the abrogation of their contracts of affiliation. It was contended that MBS, "being peculiarly advantaged by the order", intervened in the appeals and supported the FCC.

In its argument, NBC said the FCC seeks to avoid normal review of the issues. Every substantive characteristic of the Commission's order shows that it is reviewable under Section 402 (a) of the Act, the brief held. Moreover, it was contended that the order is enforceable, apart from license renewal proceedings.

FCC Attitude Hit

"The Commission may be entitled to control its own procedure," said NBC, "but something more is involved in the present case than a battle of wits. The Commission is an administrative body charged with the regulation of radio broadcasting in the public interest, convenience and necessity.

"It cannot regard cancellations of network affiliation contracts and imminent danger to the conduct of nationwide network broadcasting service with the equanimity indicated by its argument in the court below that these consequences of the order should be regarded as immaterial.

"The Commission has failed to show reasons either of practicality or of policy for its desire that its order be tested only under Section 402 (b) of the Act. Failing such reasons, and in the face of the conceded effect of its order, it is apparent that the Commission seeks something more than orderly review. It wants the immediate obedience to its regulations which has resulted and will continue to result from the fact that the regulations are, both in form and in substance, definitive, enforceable regulations."

Inner Tube Compound

EVERLAST Co., Hollywood (inner tube preserver), new to radio, in a 30-day test campaign ending April 30 is using 24 to 36 spot announcements weekly each on four Los Angeles area stations. List includes KFAC KMTR KFVD KMPC. Allied Adv. Agencies, Los Angeles, has the account. Fehr Gardner is account executive.

PETER FOX BREWING Co., Chicago (Fox DeLuxe beer), has acquired Kiley Brewing Co., Marion, Ind., the second recent acquisition by the company which had been a local Grand Rapids brewery. The company is carrying on announcements and programs on 30 midwestern stations and is expected to expand their schedule. Schwimmer & Scott, Chicago, is the agency.

Exclusive in St. Louis

KSD

IS THE

EXCLUSIVE OUTLET

for the

NATIONAL

BROADCASTING CO.

IN ST. LOUIS

It Is 225 Miles to the Nearest NBC Station

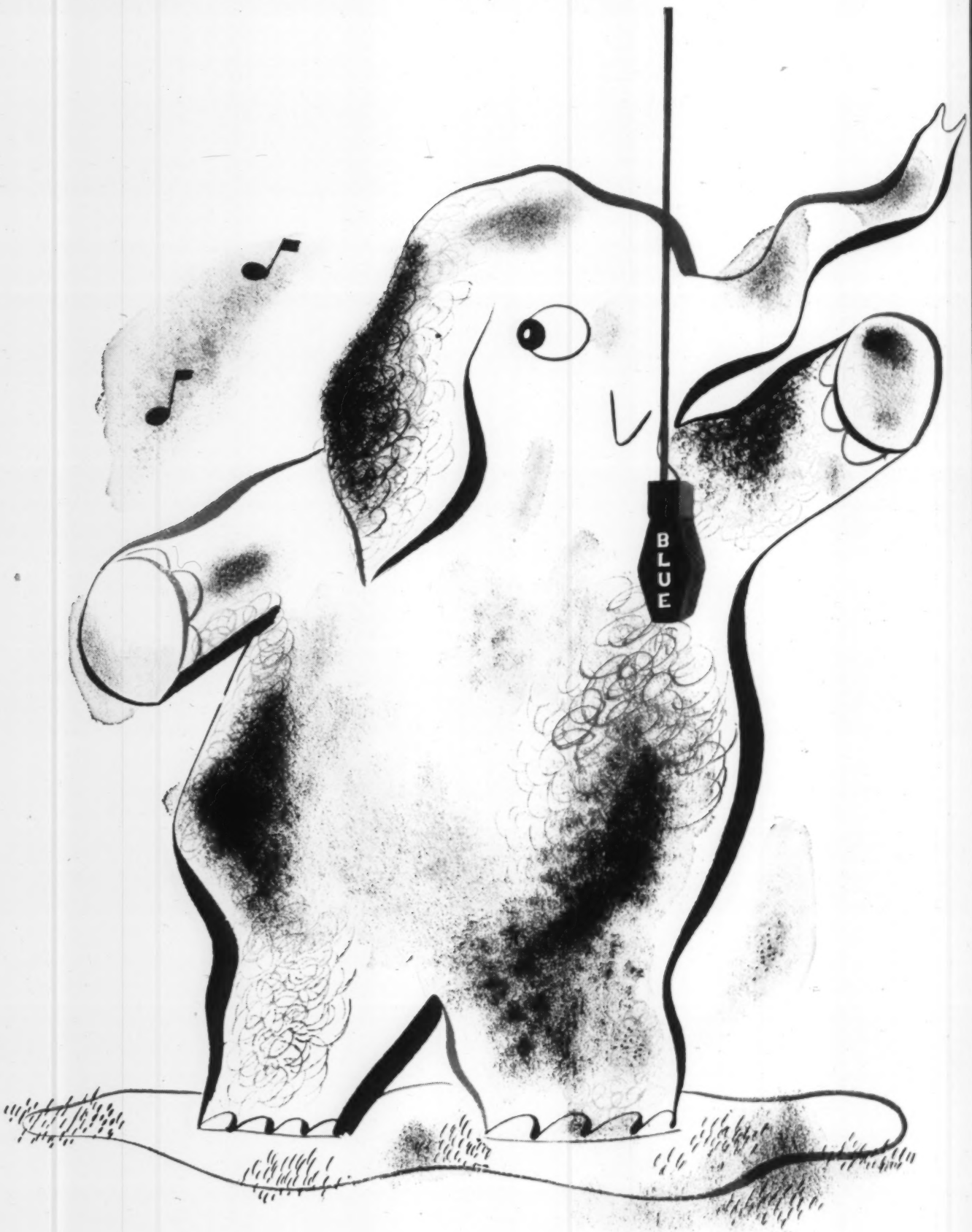
A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES


BLUE

people are different from elephants!

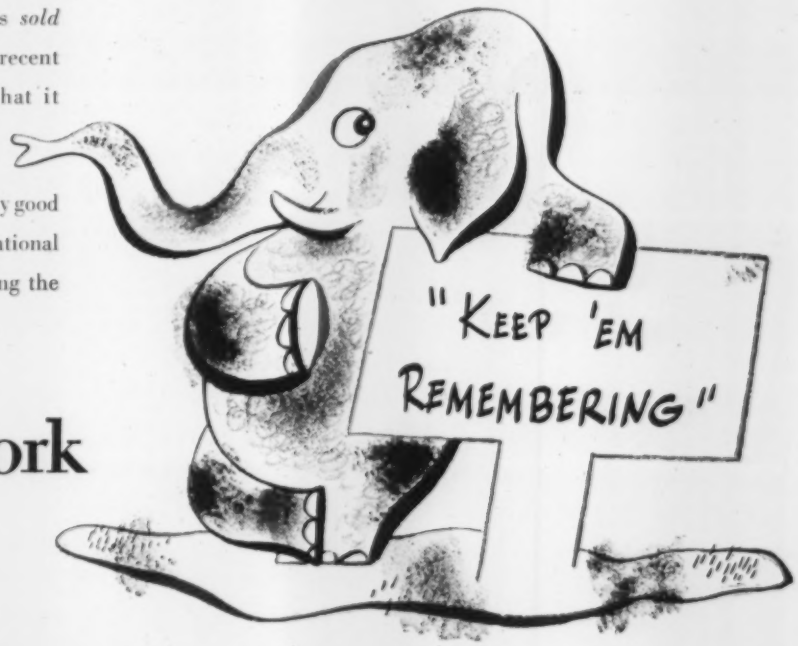
Unlike elephants, people *forget* better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget *brand names* too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has *sold goods* with unequalled efficiency and economy in recent years, it has never lost its original virtue—that it *builds good will.*

"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime economy. The Blue gives you national coverage at the lowest price of any medium entering the home—costs, in fact, from 11% to 35% less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find *it's easy to do business with the Blue!*

Blue Network Company, A Radio Corporation of America Service



the blue network

WHEN YOU SEE *this*—

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM *mathematically*. Divide the 15 Minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. Then, go a step *further*. Study the Surveys. Look at the number of *actual listeners* each Station has, all day, all night, all week. WTAM "adds up." The "lowest-cost-per-ear" Station in Cleveland. The first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Shaler's Big List

SHALER Co., Waupun, Wis. (tire and tube vulcanizers, Rislone oil), in its annual spring campaign has placed a series of seven one-minute transcribed announcements on 110 stations, broadcast for one week starting May 1. Kirkgasser-Drew, Chicago, is agency. Stations are:

WJW WABY KOB KFDA KVSO WATL WGAC WELL WBCM KGHL WMBF KSUN KFYR KMOX WNAB WEBR KDFN WMT WTMA WDEF WAIT WCLE KVOR WHKC WRR WDAN WSIX WNBC WSMD WOV KTOK KOWH WMBD WDAF KOY WWSW WHLS KALE WEAN WRNL WSAY KROC KROY WEW KSIM KSL KMAC KFMB KJBS WSAV KEVR KGFF WING KMYR KRNT WXYZ KCRC WEOA WDAY WFDF KFIZ KFPW WOOD WTAQ KXYZ WIBC WIBM WJHP KCMO WBIR WJIM WLAP KFOR KGHI KGSJ WGRC WIBA WHBQ WQAM WEMP WMIN KBIX KWKH WFIO WCBS WSPR KWTO WOLF KTBI WFLA WBOW WIBW CKCL CBL KTUC KOME WACO WMT KFBI CJRC KIT WNAX.

Air Corps Broadcasts On 16 Southeast Outlets

UTILIZING 16 stations blanketing six Southeastern States, the public relations office of the Southeast Air Corps Training Center reports the 13 airdromes in the Center are producing and broadcasting more than 40 programs weekly. Broadcasts are to acquaint the public with the story of America's Army air forces and play a major role in recruiting thousands of young flyers necessary to meet the war goal of a 2-million man air force.

Programs of every type are used emanating from the various air fields. In addition the SEACTC supplies nearly 100 Southeastern stations with thrice - weekly five-minute newscasts about the Air Corps.

Stations carrying the broadcasts include: WCOV, WSFA, WHBB, WMSL, WAGF, in Alabama; WGPC, WALB, WGAC, WRDW, WMGA, WMAZ, Georgia; WCBI, WJPR, Mississippi; KFFA, Arkansas; WFIG, South Carolina; WLAK, Florida.

Commentators Credited By Treasury for Funds

QUOTING from a letter received from Undersecretary of the Treasury Charles S. Bell, Senator Vandenberg in a statement to the Senate last Monday said that Commentators Pearson & Allen and Walter Winchell by their broadcasts inspired a great part of the donations received by the Treasury following the Pearl Harbor attack.

"Largely as a result of radio broadcasts by Commentators Pearson and Allen, and by Walter Winchell," the letter stated, "1,461 donations, amounting to $98,032.43, were received during the week Dec. 23-Jan. 3."

Since Dec. 7, the Treasury has received 5,589 donations totaling $478,248.49.

WITH increasing importance of all-night broadcasting, Standard Radio has completed a study of musical preferences on all-night programs. Some of the library subscribers have carefully classified musical requests on their all-night shows, which consist primarily of transcribed music and hourly five-minute newscasts. As a result of the study, Standard, in future library releases, will take these requests into consideration.

NEW OFFICERS of the Georg Assn. of Broadcasters were chos entirely from Macon stations at April 4 meeting of the organiz tion. They are (l to r) Fra Crowther, sales manager of WM president; Robert R. Feag WBML manager, vice-presid Mrs. Allie V. Williams, program rector of WMAZ, re-elected sec tary and treasurer. New direct are Leonard Reinsch, WSB, A lanta; Don Ioset, WAGA, Atlan Hoyt Wimpy, WPAX, Thomasv

WHIT, IN NEW BERN, READY FOR DEBU

WITH J. Allen Brown, former general manager of WHMA, A niston, Ala., recently named co mercial manager of the station, t new WHIT, New Bern, N. C., w to go on the air April 20, accordi to J. Louis Howard, president a general manager of the Nor Carolina local. Station was grant last Nov. 4 by the FCC to Coast Broadcasting Co. Inc. for 250 wa on 1450 kc. [BROADCASTING, No 10].

Stockholders of WHIT are M Howard and his brother, Ellis H Howard, each 22.2%; their father Philip Howard, local clothier 47.6%; six others holding mino interests, including Ray Hende son, mayor of New Bern, and L Livinston Ward, former speak of the state legislature.

Ed W. Burnell, formerly WPID, Petersburg, Va., has be appointed to head the program d partment and Robert E. Live more, previously chief engineer WMVA, Martinsville, Va., head the engineering staff.

Studios and transmitter ha been housed in a new modern str ture with studio A constructed a miniature theater. Lang-Wor transcription library will be use Equipment includes an 155-f Wincharger tower, Gates-Amer can transmitter and speech equip ment, Presto turntables and Ge eral Radio monitors.

Mr. Brown has already an nounced the signing of Atlan Co., Norfolk, Va. (beer and ale for six sportscasts weekly for 5 weeks, placed direct; Jacob Rup pert Brewery, New York, 1 studio programs weekly for 1 weeks, thru Ruthrauff & Ryan N. Y.; B. C. Remedy Co., Durham N. C., 14 transcribed spot an nouncements weekly for 52 week thru Harvey-Massengale Co., Dur ham; Neuse Distributing Co (local distributor for Joseph Schlitz Brewing Co., Milwaukee 12 newscasts weekly for 13 week placed direct; The Jewel Box (North Carolina jewelry chain 480 time signals monthly for 1 months, placed direct.

KRMC Is Granted Shift to 600 kc.

WPB Sanctions It Since Little Material Will Be Involved

RECEIVING the approval of the WPB since its action would involve no appreciable amount of critical materials, the FCC last Tuesday granted a modification of license to KRMC, Jamestown, N. D., to shift from 1400 kc. to 600 kc.

Ordinarily 600 kc., a regional frequency, is available for use by a station of greater power than KRMC, but the Commission declared that granting of a power increase to KRMC would involve too much use of critical materials. Accordingly, KRMC power was modified from 250 watts fulltime to 100 watts night and 250 day.

Few Critical Materials

Originally KRMC had filed for a construction permit for 1540 kc. When the FCC on Jan. 20 considered that application along with the new station application of Josh Higgins Broadcasting Co., Waterloo, Ia., subsequently granting KXEL to the latter on 1540 kc. with 50,000 watts, a conference was held to determine what other frequency was available for KRMC to increase its coverage. It was upon these conclusions that the 600 kc. request was filed.

Materials involved in the shift are merely the changing of its quartz crystals and the substitution of new crystals for 600 kc. KRMC is to return its old crystals to the manufacturer for redistribution and will receive delivery on its new crystals, according to the FCC.

Sale of WLAK, Lakeland To S. O. Ward Approved

ACQUISITION of WLAK, Lakeland, Fla., by S. O. Ward, former executive of WLAC, Nashville, and 40% owner of WHUB, Cookeville, Tenn., was approved last week when the FCC granted consent for transfer of control of Lake Region Broadcasting Co. from Bradley R. Eidmann to Mr. Ward. Mr. Eidmann, onetime program director of WAAF, Chicago, had acquired outright control of WLAK one year ago from a corporation controlled by J. P. Marchant, a local lawyer, and the *Tampa Tribune* [BROADCASTING, April 28, 1941].

Under the current transfer Mr. Ward buys the 100 shares of outstanding common stock for $23,000. Mr. Ward was personnel director of WLAC, which is owned by J. T. Ward. WLAK is on 1340 kc. with 250 watts.

KICA Sale Sought

SALE of KICA, Clovis, N. M., to Hugh DeWitt Landis, general manager of KFYO, Lubbock, Tex., for a reported price of $16,000, is sought in an application to the FCC by Western Broadcasters Inc., licensee. At present KICA is two-thirds owned by Charles C. Alsup and his wife, with Edmund A. Dillon, a Clovis auditor, holding the balance of the stock. Station is on 1370 kc. with 100 watts.

Conserve Paper and Printing, Gumbinner Advises Stations

EDITOR, BROADCASTING:

Why not use your pages to tell radio stations around the country how wasteful they are of paper and printing these days?

The advertising agencies are flooded with promotional material every day which, by and large, is not only wasteful of material, but clutters up the mails and takes up valuable space in transportation. We receive weekly program releases from dozens of stations. . . publicity releases ditto . . . elaborate presentations from small stations that seldom get on any lists . . .

We realize that these stations are out to sell time—and that each wants to do a job with the agencies and advertisers, regardless of what other stations may be doing.

But surely they can inaugurate a system of sending this promotional material only to agencies that are active with them; and perhaps only during the periods when spot campaigns are being placed.

If they would query their mailing lists, they would find out which agencies would want what, and I am sure the savings would be tremendous, not only for themselves, but as a conservation measure.

PAUL G. GUMBINNER
Lawrence C. Gumbinner
Adv. Agency, New York
April 13

KENO, Las Vegas, Nev., has appointed Homer Owen Griffith, Hollywood, as its California sales representative.

Stromberg-Carlson Lays Wartime Service Plan

WARTIME service is the aim of a plan announced last week by Stanley H. Manson, sales promotion and service manager of Stromberg-Carlson. Under this plan to keep America's radios operating and available for use 24 hours a day, Stromberg-Carlson will keep in direct touch with all service men working for dealers.

By mail the service men will receive information on the care of equipment. According to Manson, "We have prepared complete service notes for each receiver manufactured, including schematics, wiring diagrams, voltage readings, continuity charts and alignment procedure." In addition, a service data binder has been compiled containing service notes on all receivers manufactured since 1937.

W. S. GRANT Co., San Francisco, has been named Pacific Coast sales representative of KTKC, Visalia, and KTRB, Modesto, Cal.

Soon now you'll be able to dial this number and get Georgia. WAGA, the Blue Ribbon Station of the South, moves from 1480 Kc. to 590 as Spring makes her bow. And, at the same time, Atlanta's fastest-growing station will jump from 1000 to 5000 watts. Thousands of new listeners will join the lively audience of WAGA soon. Let your product be the first in line to meet them.

WAGA
ATLANTA, GA.

First on the Dial in ATLANTA
First on the Dial in GEORGIA

"THE BLUE RIBBON STATION OF THE SOUTH"

Blue Network • Blair Represents Us Nationally

Personalities that sell

"175 good leads in just 1 week"

It's no radio-secret that a well-handled news cast is a sure-fire producer.

Yet news-sponsors on KSO-KRNT continually report more-than-expected results.

Says the H. E. Sorenson Company, Iowa distributors for all Crosley products, "In a single week, our KSO news casts have produced as many as 175 good Shelvador prospects."

Equal success with news on KSO-KRNT is reported by other national and regional advertisers, including Manhattan Soap, Look Magazine, Tone Brothers Coffee and Phillips Petroleum—a fourth-year renewal.

The full Associated Press and United Press radio news services are available to KSO-KRNT clients. Aired by an experienced news casting staff, including Glen Law, Wayne Ackley, Bill Baldwin and Rod Holmgren, news on KSO or KRNT can produce good sales-news for your products in Iowa's No. 1 market, Des Moines and its extensive trade-area.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register and Tribune
Represented by The Katz Agency

Record Turnout at NAB Meeting See

Problems of Operating in Wartime Dominate Program

HUNGRY for first-hand information about radio's war outlook, an unprecedented turnout of broadcasters is expected at the 20th annual convention of the NAB in Cleveland May 11-14, to hear an imposing array of speakers identified with the war effort.

Advance registrations, according to NAB headquarters, indicate a record gross attendance in excess of 1,000. At last year's stormy St. Louis convention registrations hit 1,019, of whom 372 were NAB broadcaster members. In addition, there were 66 non-member stations represented. It was expected the Cleveland membership attendance would eclipse the 76% attained at St. Louis.

The War Problem

With the drop of the gavel Monday, May 11, when the first business session gets under way, such figures as Archibald MacLeish, director of the Office of Facts & Figures, and Byron Price, Director of Censorship, will plunge the convention into open discussion of radio's role in the war. Several other Government officials—probably including FCC-DCB Chairman James Lawrence Fly—also are expected to be keynoters, though acceptances are not yet in.

Following the "Radio & the War" opening gun there will be an informal clinic to answer questions which have plagued broadcasters since Pearl Harbor. Participating will be such figures as Maj. Gen. A. D. Surles, director of the War Department Bureau of Public Relations; Capt. L. P. Lovette, assistant director of public relations of the Navy; Maj. Gen. Beaumont-Nesbitt, former director of British War Information; J. Harold Ryan, assistant director of censorship in charge of radio. This will be a question-answer session.

As at past conventions, there is already apparent an undercurrent of speculation about the NAB's future. These matters, however, are reserved for discussion until the formal sessions are out of the way. A report will be brought to the board by its Reorganization Committee, headed by Don S. Elias, WWNC, Asheville, looking toward "streamlining" of the NAB. Precisely what plans for reorganization will be brought in will come up at one of the final business sessions, with wide open debate regarded as inevitable.

The plan for reorganization includes proposals that the major networks, as such, be denied active membership in the NAB, as well as automatic or "House of Lords" seats on the board of directors. This move is espoused by some members of the Broadcasters Victory Council, interim organization set up in Washington to maintain Government liaison for independent groups in radio who have not been in sympathy with the regime of NAB President Neville Miller. Mr. Miller, who has served since 1938 as the industry's first paid president, is under contract until 1944.

According to the tentative convention program, as outlined by C. E. Arney Jr., assistant to the president and acting secretary-treasurer, the convention will get under way without frills or fanfare. Sunday, May 10, the day preceding the actual opening, NAB committees and its board of directors will hold meetings.

Department Stores

Following the opening panel on "Radio and the War", a business session will be held during the afternoon, Monday, May 11. "Radio Advertising for Department Stores" is the subject of a panel for sales managers, with the discussion to be led by Richard G. Meybohm, manager, sales promotion division, National Retail Dry Goods Assn.

Coincident with this meeting, time has been set aside for meetings of Independent Radio Network Affiliates, National Independent Broadcasters and Network Affiliates Inc. Tentatively, a labor relations clinic is scheduled for 8 p.m., with Dr. William Leiserson, member of the National Labor Relations Board, as discussion leader.

On Tuesday morning, May 12, a series of breakfast round-tables is scheduled covering Wages & Hours, Technician Shortage, Training Program, Procurement and Priority Problems. The sales managers breakfast will feature the New York timebuyers. A radio editors' breakfast will be presided over by Assistant Director of Censorship Ryan and Gen. Surles, with Capt. Lovette and Gen. Beaumont-Nesbitt expected to participate.

Also on Tuesday morning there is expected to be an OFF breakfast, one portion of which will be devoted to the "Four Themes" discussion, to be led by William Lewis and Philip Wylie. Douglas Meservey, assistant radio director of OFF, and Seymour Morgan, agency liaison for OFF, will discuss program coordination.

At the business session Tuesday Brig. Gen. Lewis B. Hershey, director of Selective Service, will discuss "Priorities: Men and Materials". Another speaker will cover "Material Priorities and Their Effect on Our National Economy."

Copyright Sessions

Copyright comes to the fore at the Tuesday afternoon session, with representatives of BMI, ASCAP and SESAC invited to participate. The outstanding success of RMA since the stormy convention in St. Louis last year, and future planning on music will highlight the session.

Later Tuesday afternoon, provision has been made for separate sessions of clear-channel stations and local stations. The sales managers also plan a second session with the speaker Dr. Harry Dean Wolfe, director of the Bureau of Business Research, Kent State University. His topic will be "Selling With Surveys". Gene Flath, general sales department, Loose-Wiles Biscuit Co., is a second scheduled speaker. Panel discussions will follow these talks.

Wednesday will open with a

Dancers Answer

WHEN several hundred soldiers were unexpectedly bivouacked in New Haven, WELI was pressed into service by the local Knights of Columbus. The K of C found it easy to procure a band and refreshments but dates for the boys were another matter. Appealing to the station for aid in this, WELI broadcast engraved invitations to rug-cutter lovelies. Result: Four girls for every one of Uncle Sam's fighters.

FIRST station in Indiana in 1924
and still the
FIRST STATION in Indiana in 1942
WFBM . . THE HOOSIER STATION . . INDIANAPOLIS
REPRESENTED BY THE KATZ AGENCY

GODSPEED to employes entering the service was voiced by two station managers. H. K. Carpenter (top), vice-president and general manager of WHK-WCLE, Cleveland, bids farewell to the first member of his staff to receive an Army commission, Harry Stair, former WHK salesman and now a captain at Fort Hayes, Columbus. Capt. Stair was a lieutenant in World War I. L. C. Merwin Dobyns (below), owner and manager of KGER, Long Beach, Cal., wishes a safe return to his brother, Capt. John Alden Dobyns who left his position as commercial manager to enter the Army in early April.

other series of breakfast roundtables, one on collective bargaining and another of sales managers with NAB associate member station representatives leading the discussion. These include Edward Petry & Co. Inc., Free & Peters Inc., John Blair & Co., and Weed & Co.

A roundtable on the work of DCB will be led by E. K. Jett, FCC chief engineer. The second phase of that meeting will cover protection of property from sabotage, fire and loss.

A foreign language roundtable will be led by Allen Cranston of OFF. There will be another for women program directors, with comments by Misses Frances Farmer, Alma Kitchell, Susan Allen, Hayle Cavenor and Ruth Chilton.

Wednesday's business sessions will be turned over to the sales managers. Arthur Horrocks, public relations department of Goodyear Tire & Rubber Co., will deliver the principal address, "The Bridge to a New Democracy". He will be followed by Miller McClintock, director of the Advertising Council, who will discuss work of that war-born organization.

At the Wednesday afternoon business session, Ellsworth C. Alvord, tax counselor for NAB, will discuss pending tax legislation. Then there will follow the business session for consideration of 13 proposed amendments to the by-laws, including the proposal for disenfranchisement of the major networks and the alternate proposal that they be given full active membership. The latter proposal was approved by the NAB Board of Directors at its last meeting in New York March 19-20. This project also encompassed a plan for abolition of the NAB Executive Committee.

To Elect Directors

To be elected at the convention will be six directors at large. Under established procedure, the convention also will be called upon to select the tentative site for the 1943 annual meeting.

The annual NAB banquet will be held at 7:30 Wednesday evening, winding up the formal convention sessions.

On Thursday the NAB Board will convene in its initial session of the year following election. It is planned, also, to hold a golf tournament that afternoon. At past conventions, the golf turnament for the BROADCASTING trophy has been held on Sundays. Unavailability of an acceptable golf course is understood to have motivated the proposed change to Thursday afternoon.

A special meeting for women delegates has been arranged for Wednesday by Mrs. Dorothy Lewis, vice-chairman of the Radio Council on Children's Programs and coordinator of listening activities. In addition to the scheduled roundtable, "Women in Industry" will be discussed by Mrs. Harold V. Milligan, president of the National Council of Women.

Other speakers at the women's session will be Earl Glade, chairman of the NAB Code Committee, on "The Broadcaster' Code"; Mrs. George D. Palmer, radio chairman of the General Federation of Women's Clubs, on "The Role of the Listener"; Miss Ann Hilden, director of women's activities, KGO, San Francisco, on "What Do Women Want to Hear"; Mrs. Irma Proetz, vice-president of Gardner Advertising Agency, on "The Woman Pays". A special women's luncheon will be addressed by President Miller.

The theme of the afternoon women's session is "Radio Abroad". Dr. Sterling Fisher, educational director of NBC, will speak on "Radio Latest Adventure in Education—the Inter-American University of the Air". Miss Beatrice Belcourt, public relations officer of the Canadian Broadcasting Corp., will discuss "Radio in Canada", while Dr. Winifred C. Cullis, professor of psychology, London University, will speak on "British Women in Wartime".

Lt. Comdr. Thomas J. Keane, of the Navy, will address the meeting on "The Navy, At Home and Abroad", and Edward M. Kirby, NAB public relations director, now on leave of absence as chief of the Radio Branch of the War Department, will speak on "Radio's Place in the War".

Ziff-Davis Test

ZIFF-DAVIS PUBLISHING Co., Chicago (*Popular Photography* magazine), on April 13 started testing with *Dawn Patrol*, thrice-weekly quarter-hour, and twice weekly five-minute women's program on WKRC, Cincinnati. Agency is United Adv. Cos., Chicago.

Texas Campaign

GALVESTON-HOUSTON Breweries, Galveston, Tex., has started *Sparky & Dud*, new quarter-hour tranceription released by Frederic W. Ziv, on Texas stations. Program features Irving Kaufman, known as "Happy Jim Parsons" on WOR, New York, taking the part of "Sparky" and Fred Hall as "Dud," with a script concerning men in service. Ruthrauff & Ryan, Chicago, handles the account.

FOUR FOR FOUR
Local Firm Uses WCHV Since Inception

FOUR YEARS in business and four years on the air without missing a week's broadcast is the record of Leggett's Department Store in Charlottesville, Va. Now after four years of unbroken radio advertising over WCHV, J. H. Wimbish has renewed the contract for another year. The store is sponsoring a 15-minute program, *Musical Melodies*, Monday through Saturday at 8:15 a.m.

In signing the contract Mr. Wimbish said, "War or no war, we look to radio to help us merchandise our goods. Any store that overlooks this medium is making a mistake."

YOU
KIN
GIT ALONG
WITHOUT
ENTERPRISE (Ky.)

'Sa fact, boys—you don't need Enterprise, Energy or Wisdom (Ky.) to do big business in this here State! Not while the Louisville Trading Area has 33% *more* effective buying income than the rest of Kentucky *combined!* So why spend extra *dollars* to get back a few extra nickels? . . . Concentrate on the Louisville Area, where WAVE reaches every radio home at lowest cost, gets *listeners* because it's the *only* NBC station within 100 miles! And you know what *that* means!

LOUISVILLE'S
WAVE

5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

(Number Three of a Series)

Liaison*

Yep! The accent is on the first two syllables. But the accent is on *sales* when you advertise via WCHS. Liaison between WCHS and buyers of time on this station is an important part of our merchandising set-up. How this merchandising set-up functions for advertisers is something we'd like to tell you about. Better still, schedule WCHS and let us go to work for you—then you'll *know!*

WCHS 5000 on 580 CBS-WVN

Charleston, WEST VA.

represented by

THE BRANHAM CO.

* **LIAISON,** *n., Mil. — Unity of action, as between distant fighting forces, maintained as by signals, etc.*

Agencies

FRED H. GARDNER, formerly with Sherman K. Ellis Co., New York, in a research and merchandising capacity, has joined Buchanan & Co. as research manager. Ralph Bennett, formerly a copywriter with BBDO, New York, has joined the copy staff of Buchanan & Co., New York.

DAVID R. MARGARETTEN, formerly production and traffic manager of Geyer, Cornell & Newell, New York, and J. Stirling Getchell, New York, has joined Roy S. Durstine, New York, as manager of production and traffic.

ELINOR BROWN, radio director and partner in the Aaron & Brown Adv. Agency, Philadelphia, and Alvin Bieber, a Government architect, were married April 6.

ERWIN ROSNER, of Harry Feigenbaum Adv. Agency, Philadelphia, has enlisted in the Army.

CARL WEBSTER PIERCE, formerly Hollywood radio director of the now defunct Cesana & Assoc., has joined Raymond R. Morgan Co., that city, as account executive.

ROBERT S. LARKIN, formerly assistant manager of the merchandising department of Compton Adv., New York, has been appointed manager of the department, succeeding S. E. Conger, now a major in the Army.

MORROW KRUM, director of publicity of Roche, Williams & Cunnyngham, Chicago, has been commissioned a major in the Army and assigned to Wichita.

TOM HARRINGTON, New York vice-president in charge of radio for Young & Rubicam, is conferring in Hollywood with Tom Lewis, agency West Coast manager and radio director.

R & R in Canada

RUTHRAUFF & Ryan Inc. on May 1 will open a Canadian office at 80 Richmond St. West, Toronto. This brings the total of American agencies with branch offices in Canada to seven, the others being Atherton & Currier; Hutchins Adv. Co. of Canada; Kenyon & Eckhardt; Lord & Thomas of Canada; J. Walter Thompson; Young & Rubicam. The Toronto office of Ruthrauff & Ryan will handle part of the advertising of Lever Bros., Toronto. Douglas M. Philpott, formerly with A. McKim Ltd. and lately managing director of Lehn & Fink of Canada Ltd., will be manager of the new office.

Rheinstrom to WPB

CARROLL RHEINSTROM, vice-president in charge of the New York office of Ward Wheelock Co., on April 16 gave up his position to become executive assistant to the chief of the Bureau of Field Operations, War Production Board.

STEVE ARNETT, formerly account executive of Campbell-Ewald Co., Los Angeles, has joined Philip J. Meany Co., that city.

S. MOWATT, of the radio department of J. Walter Thompson Co., Montreal, has been appointed an account executive in that organization.

RETA POOLE, formerly of the copy staff of Hengerers and Hens & Kelly, Buffalo, has been named to head the copy department of Ellis Adv. Co., Buffalo office.

E. SCOTT PATTISON, account executive of G. M. Basford Adv. Agency, New York, was selected president of the Industrial Adv. Assn. of New York, at its annual election last week at the Advertising Club of New York.

JOHN del CARDAYRE, formerly copy chief and account executive of Leon Livingston Agency, San Francisco, has joined the creative staff of Lord & Thomas New York.

CARROLL NYE, of Young & Rubicam's Hollywood publicity department, has been transferred to the New York office where he will do research for the weekly half-hour program, *We the People at War*, which starts April 26 on CBS for Gulf Oil Co.

LOU E. PHENNER, general manager of Canadian Cellucotton Products Co. Ltd., Toronto, has been elected chairman of the radio committee of the Assn. of Canadian Advertisers. J. E. Mason, Canada Dry Ginger Ale Ltd., has been elected vice-president, succeeding Robin E. Merry, of Lever Bros., Toronto, who has joined the Royal Canadian Navy.

War Conference P... Is Given Bruce Bar...

BRUCE BARTON, president ... BBDO, New York, has been na... head of the program commi... and keynote speaker at the w... time advertising conference to ... sponsored by the Advertising F... eration of America at its 38th ... nual meeting June 21-24 in ... Hotel Commodore, New York.

Serving with Mr. Barton on ... program committee are:

Frank Braucher, president, Period... Publishers Assn.; Joseph Daw... president, Tracy-Locke-Dawson; M... G. Flanley, Eastern director of C... sumer Relations, The Borden Co.; K... win H. Fulton, president, Outdoor ... vertising; Paul Garrett, vice-presid... General Motors Corp.; L. B. Ha... Safeway Stores; William A. H... director of advertising, E. I. du P... de Nemours & Co.; Philip J. McA... sales and advertising director, ... England Electrotype Co.; Dr. M... McClintock, managing director, ... vertising Council; Neville M... president, NAB; Charles E. Murp... AFA general council; Henry (... meyer, assistant vice-president, C... solidated Edison Co.; Robert S. Pe... manager of publicity dept., Gen... Electric Co.; John H. Platt, direc... of advertising, Kraft Cheese Co.; ... lan T. Preyer, executive vice-presid... Vick Chemical Co.; Frank Tripp, g... eral manager, Gannett Newspapers.

Accounts Divided

WITH announcement last week ... the dissolution of Brown & Sp... tor, New York, formed in March ... Brown & Thomas and Raym... Spector & Co., both New Y... agencies [BROADCASTING, April 1... the accounts using radio retai... by the two agencies have been a... nounced. Brown & Thomas ke... as its only radio account Gol... Wines, Los Angeles, current... using an extensive campaign of a... nouncements [BROADCASTING, Ap... 6]. The Spector agency will hand... Serutan Co., Jersey City; Rum ... Maple Tobacco Corp., New Yo... and Noxon Inc., New York.

Agency's WHN Suit Settled

AN OUT-OF-COURT settlement is ... process for the suit brought agai... WHN, New York, by A. B. Lan... Inc., New York agency, accordi... to a spokesman for WHN. The agen... had filed an injunction with the S... preme Court of the Southern Distr... of New York, to prevent the stati... from alloting elsewhere a portion ... the time contracted for by Lan... for its *American Jewish Hour*. WH... preempted part of the program's ti... for broadcasts of Dodger baseb... games, it was claimed in the suit.

THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSED

THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSED TO SUBSTANTIALLY INCREASE YOUR BUSINESS

energetic

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Manhattan Soap . . Adam Hats . . Bayer Aspirin . . Ballantine . . Smith Bros. . . Bristol-Meyers . . . Time, Inc. . . Texas Co. . . Dr. Lyons . . R. J. Reynolds . . American Home Products . . Sterling Products . . Jergens . . Pepsi-Cola . . Pet Milk . . Plough, Inc. . . Purina . . R. C. Cola . . Sears-Roebuck . . Sherwin-Williams . . Curlee Clothes . . Stanback . . Vicks . . Allied Mills . . Schlitz Beer . . B.C. . . Hollingsworth . . Menthacol . . Coca Cola . . Dr. Pepper . . Falls City . . Firestone . . Goodyear . . Grapette . . Hudepohl Beer . . International Correspondence School . . S. H. Kress . . Kroger . . Red Goose Shoes . . Signal Beer.

They're all happy!

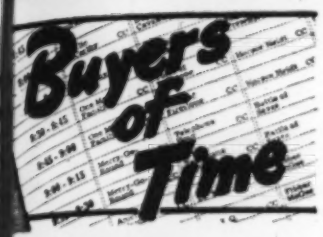
1000 WATTS • 910 KC • BLUE NET

WJHL

Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager



HORTON W. MALLINSON Jr.

ALTHOUGH his actual title at Badger & Browning & Hersey, New York, is director of station relations, H. W. Mallinson Jr. fills the role of time-buyer in his supervision of the American Chicle Co. account, user of both network and spot radio on a large scale. He is also planning a spring radio campaign for Denver Chemical Mfg. Co., a newcomer to broadcasting.

Born in New York 35 years ago, Horton spent a year or so at Columbia U after his high school graduation, but left the academic halls to enter the business world when he went to work for the Butterick Publishing Co. Switching to the newspaper field shortly thereafter, he joined a newspaper representative firm, where he stayed nine years and obtained a thorough knowledge of the sales field.

Syndicated newswriting enters the picture, too, before he became business manager, advertising manager et al for a sports magazine, which brought him into contact with such outstanding tennis stars as Bill Tilden, Don Budge and Lester Stoeffen—and probably accounts for his tennis hobby.

In 1934, he joined the Ralph Atlass stations in Chicago, WJJD and WIND, as a salesman. Further radio experience in the Chicago area was amassed in the 3½-year period he spent on the sales staff of Paul H. Raymer Co., station representative, before he came east in 1940 to join Badger & Browning & Hersey.

Living in Scarsdale, N. Y., with his wife and small daughter, he seems to have only one complaint to make about the radio business—it doesn't allow much time for tennis.

Wins NBC Contest

WINNER of the recent violin contest sponsored by NBC, the Juilliard School of Music and the National Federation of Music Clubs was Dolores Maurine Miller, 16-year-old Livermore, Cal., high school girl. Judges were unanimous in their decision at the finals broadcast April 4 by NBC. Miss Miller will receive a one-year scholarship at the Juilliard School in New York with living expenses paid by NBC and will appear as soloist on the April 20 broadcast of the NBC Symphony Orchestra with Leopold Stokowski directing.

Advertising Volume Expected to Drop Though Keeping Above Industry Trend

A PREDICTION that the volume of advertising will shrink along with the volume of things available for sale—but perhaps not in the same proportion—is made by F. B. Dezendorf, writing in the April 15 *Wall Street Journal*. Before this year is over, Mr. Dezendorf wrote, a lot of goods will not be made because of wartime restrictions. Even with the current boom, he states, retail trade this year will drop by about 5 billion dollars.

However, the writer, pointing out that "American industries discovered that advertising has uses in addition to direct selling of products in the competitive market," declares:

"Even when a company has switched completely to Government arms business, it knows that it has to keep its name before the public if it hopes to compete in the post-war world. It has to protect goodwill. Trademarks and brand names which cost millions to establish must be kept alive for short-memory consumers. It has to tell its wartime story to the public.

Quick Changes

"On the whole, American business and industry so far this year has spent only a little less on advertising than it did in the same 1941 months. But long-range contracts with radio chains and advance commitments with magazines put a time lag in the over-all trend.

"As America adjusts its living to war economy, advertising will adjust with it.

"More and more emphasis will be placed on the ability to make quick changes in promotion efforts. No one wants to stress a product which may not be available for sale when the advertising appears. (Some of the rubber companies had tough breaks when new tire sales were suddenly banned). This situation, advertising men think, may tend to work to the advantage of newspapers."

The writer points out that newsprint is still plentiful, although Canada may have to cut down paper production when its aluminum production begins to consume more of its available electric power. He also states that the demand for higher-type paper for war purposes and lend-lease may restrict the supply available to magazines. He continues:

"Thus far in the United States there has been no parallel to the development in Great Britain, where the Government has become the largest advertiser in the British newspapers. In the first quarter of 1940, the British Government placed and paid for .2% of all British newspaper advertising. In the third quarter of 1941, it paid for 16.7% of the total, to give its message on scrap saving, RAF enlistments, building, labor, air raid precautions, savings, food, clothing and railway service.

"All advertising media, of course, are now in the unique position of offering access to a huge purchasing market to potential advertisers with only limited amounts of goods to sell. In England, many firms in that position are using their limited available space to explain to consumers why their goods are no longer available. Nearly 50%, or 22 columns of one British newspaper of 48 columns, recently consisted of this 'so sorry' advertising.

"While sales promotion advertising has been curtailed because of the disappearance of some goods, some firms have undertaken advertising campaigns to instruct consumers on the use of existing goods, which also serves the purpose of keeping the manufacturer's name before the public. In Philadelphia, a variation of the theme is a campaign by the Electrical Assn. of Philadelphia, composed of electrical manufacturers, distributors, wholesalers, retailers, contractors, and utility organizations, for the rehabilitation of electrical appliances which may have been discarded because of need of repairs."

JOSEPH HERSHEY McGILLVRA, New York, has been appointed national sales representatives of KYOD, Denver; KPQ, Wenatchee, Wash.; KPRO, Riverside, Cal.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today!

PROGRAM POPULARITY plus COVERAGE

That's why KDYL is doing such a swell job for advertisers in the Intermountain Market

KDYL

The POPULAR Station

JOHN BLAIR & COMPANY

NBC RED NETWORK

Merchandising & Promotion

Detroit Campaign—Wartime Buying—Dear Sponsor Crown's Cards—Carnations to Grocers

SELLING the public on the broadcasts of the Detroit Tiger baseball games on WXYZ by Harry Heilmann, the station used a variety of promotion stunts including use of all station breaks up to game time; spotlight ads on every page of the *Detroit Times* on the day before and opening day; similar ads on seven pages of the *Free Press* on opening day; a box on the front page of the *Times*; 20 messenger boys walking through the business district with portable radios tuned to the game and carrying identifying placards; theater trailers; reconstruction of all abroad games on a play board in the Telenews Theatre; scores of opening games between features in certain theaters; plugs on every sports and news program on WXYZ; 2,000 postcards to local retail firms; trade paper ads; ads on score cards at the ball games; three sound trucks; a telephone program to encourage listening to the WXYZ descriptions. Broadcasts are co-sponsored by General Mills and Socony-Vacuum, which also sponsors Ty Tyson on WWJ.

* * *

Better Buymanship

AFTER CONFERRING with leading retailers in New York on how radio could help retail stores meet problems caused by wartime conditions, WOR, New York, has launched a series of thrice-weekly programs for women, aiming in part to keep before the public, for the duration, trade names of advertisers who are forced to curtail advertising, and emphasizing "better buymanship" on the part of homemakers.

Entitled *Pegeen Prefers*, and featuring Pegeen Fitzgerald, fashion authority and associate editor of *Everywoman's* Magazine, the program brings advice to women on how to live better on less and on how to make present possessions last longer. Mrs. Fitzgerald also presents weekly reviews of exceptional retail ads in metropolitan papers. Series will be offered for sponsorship on a participating basis.

* * *

Movie Deal

KROW, Oakland, has consummated a deal of promotion exchange with a large chain of motion picture houses in the San Francisco bay area. Each theatre runs 60-second trailers advertising KROW programs. The trailers are changed weekly, with bookings for the string handled directly by KROW's promotion department. The theatres get mentions of their shows on the *Picture Revue* program over the station.

* * *

Lobby News

AGENCY for the First National Bank & Trust Co., Kalamazoo, Mich., has placed a bulletin board in the lobby of that firm giving latest news flashes and a weekly war map and plugging the bank's sponsored newscast on WKZO.

Cards for Crown

CROWN PRODUCTS Corp., San Francisco (Sani-Clor bleach, Lady's Choice food), on April 11 started the most ambitious radio advertising of its career. It contracted with KSFO, San Francisco, for a 3½-hour weekly variety program. The broadcast includes transcribed music, news, food market reports, buying tips, book reviews and interviews with outstanding personalities of the women's world. Title of the program is *Lady's Choice*. Fred Fox is producer and Lincoln Miller announcer. Jim Moore handles the news portion, with Austin Fenger, farm editor, giving the food market reports. Monica Whalen is m.c.

In conjunction with the program, the advertiser has planned a wide promotion and merchandising campaign, which includes the distribution of 10,000 cards to grocers of northern and central California.

* * *

Tabloid Promotion

TO PROMOTE its weekly presentation of David Stone's *Sunset Valley Barn Dance* KSTP, St. Paul, issues a tabloid. Its front page is changed each week to cover the community in which the program holds forth but the other three pages remain unchanged for three months at a time. Pictures and feature stories cover members of the cast and other of the station's principal programs are covered. At each appearance about a thousand copies are distributed. Stone also mails an advance copy to each person in a community who has ever written him a fan note.

* * *

Inaugural Talent

ENTERTAINMENT for the Easter opening of Shady Valley resort, an exclusive advertiser of KWK, St. Louis, was provided by that station which send out an array of talent, including the Shady Valley Folks, a hillbilly group, the Buckeye Quartet and an orchestra organized by Russer Kaiser, KWK sound man. Resort will broadcast a barn dance show on Saturday nights.

* * *

House Promotion

DEMONSTRATING its own faith in radio, WIBX, Utica, N. Y., has replaced its printed house organ with a broadcast entitled *Dear Advertiser*. Backed by a barrage of postal cards and telegrams to prospective clients, the program presents advertiser success story, advertiser interviews and excerpts from sustaining shows offered for sponsorship.

* * *

Hamilton Posies

CARNATIONS were sent by CKOC, Hamilton, Ont., to local grocers to announce the new twice-weekly *Carnation Bouquet* morning program for Carnation Co. (condensed milk).

HIGHWAY REMINDERS for motorists to tune to WFIL, Philadelphia, are being placed on main roads leading into the Quaker City. By May 1 a total of 50 double-faced bulletin signs will be erected with WFIL having a two-year contract for use of these displays.

BROCHURES

WHO, Des Moines—Pictorial booklet of personalities and producers of *Barn Dance Frolic*.

KQW, San Francisco—Two-color brochure describing station's switch to CBS.

Audimeter Data

LISTENER HABITS, mechanically recorded in 800 sample homes by means of the Audimeter will be available soon to advertisers, according to H. L. Rusch, vice-president of A. C. Neilsen Co., Chicago market research organization. The Audimeter, a statistical recording device attached to the radio, has been in development during the past six years. Automatic equipment has been set up by the company to analyze statistics taken by the Audimeter.

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Sellers of Sales

THEY LISTEN TO BESSIE BEATTY

FIGURES—solid, meaningful figures—revealed through surveys and personal interviews have spelled success for Bessie Beatty, commentator on women's affairs on WOR, New York. According to ratings for January and February in both the *C. E. Hooper Reports* and WOR's *Continuing Study of Radio Listening in Greater New York*, more listeners tune in regularly to Miss Beatty's daily 11:15 a.m. program than to any other woman's participation program in the metropolitan district of New York.

Her Own System

Such a standing in the stiff competition that characterizes New York radio pays tribute to her careful and diligent work since the fall of 1940 when she switched from journalism to broadcasting. Much of her success lies in the somewhat unorthodox means by which the advertising copy for her sponsors is introduced into the show.

Ordinarily, the 45-minute program is devoted to interviews with men or women whose interest value to "Mrs. America" is high, ranging anywhere from writers, opera stars, or diplomats to princesses, dancers and circus performers. Miss Beatty reviews new plays, books and movies, discusses fashions and garden shows, and tells stories, drawn from her own experience and those of the people she meets.

She develops each day's show almost as it is broadcast, with the help of her husband, Bill Sauter; her announcer, Dick Willard; and her engineer, Eric Herud, all of whom are well known to her audience and almost as popular with studio visitors as Miss Beatty herself. Their parts in the program are unrehearsed, as they speak only when they have something to say. And in this respect, they are much like the commercial announcements.

These spots seem to creep in quietly, and yet they are noticed and commented upon by listeners without fail. They develop as transition between stories, from an interview or a recipe, usually extemporaneously, and always in Miss Beatty's own style, even though the copy has been submitted by an advertising agency for its client.

Letters from listeners to the Beatty programs have totalled 30,000 just since Jan. 1, 1942, for example, and two-thirds of these were directed at only one of her sponsors. The others were distributed over the other sponsors, but not one letter failed to mention a product Miss Beatty has been advertising.

Only examples from listeners and sponsors can illustrate how successfully Miss Beatty can put over her messages:

"You certainly have a large audience. Many women have come into our store and said 'Show me those blankets that Bessie Beatty talks about'."—Swezey & Nevins, Patchogue, L. I.

"The man in Brentano's book store told us that you did book reviews so well and featured the authors in such a clever way that his wife could predict at lunch time what his best sellers would be that afternoon." — A listener in Wilmington, Del.

"We are catching up finally with the mail requests for our cookbook. Frankly, we did not anticipate such a deluge. We have taken on extra employes and will keep them on until we are up to date." —V. LaRosa & Sons, Brooklyn.

LaRosa, one of Miss Beatty's sponsors, has really been swamped with answers to an offer of a macaroni recipe book, receiving 19,113 requests for the book in the period Jan. 13 through March 12, WOR reports. Her listeners believe thoroughly in what she says, it seems, and she wants to know what they want to know, leaving no stone unturned to get her facts. She selects her sponsors carefully, even inspecting a manufacturer's plant prior to granting a spot on her show.

Regular Followers

Naturally, such a program as hers brings into the limelight other projects than the several which sponsor the show. She cannot help but give publicity boosts to the many services, charities, organizations and the like, which she promotes, or whose representatives she interviews. And here, too, she knows whereof she speaks, for she reports accurately everything herself, leaving no leg work for her five assistants.

Reading over letters from her audience, Miss Beatty finds that at least 40% of her listeners are regular "standbys," not just casual dial-twisters who hear her by chance. Her friends tell her they listen because they are genuinely interested in what she has to say—and they know how her program is not bound by any strict conventions of a commercial show.

MISS BEATTY

All of which adds up to why her sponsors know their products ride into potential buyers' homes on the wave of a popularity built on human interest and confidence in Miss Beatty's own personality. Current advertisers using announcements on her daily WOR program are R. B. Davis Sales Co.; Philadelphia Dairy Products; Rockwood & Co., and V. LeRosa & Sons; Radbill Oil Co., Philadelphia (Renuzit) and the *New York Post*.

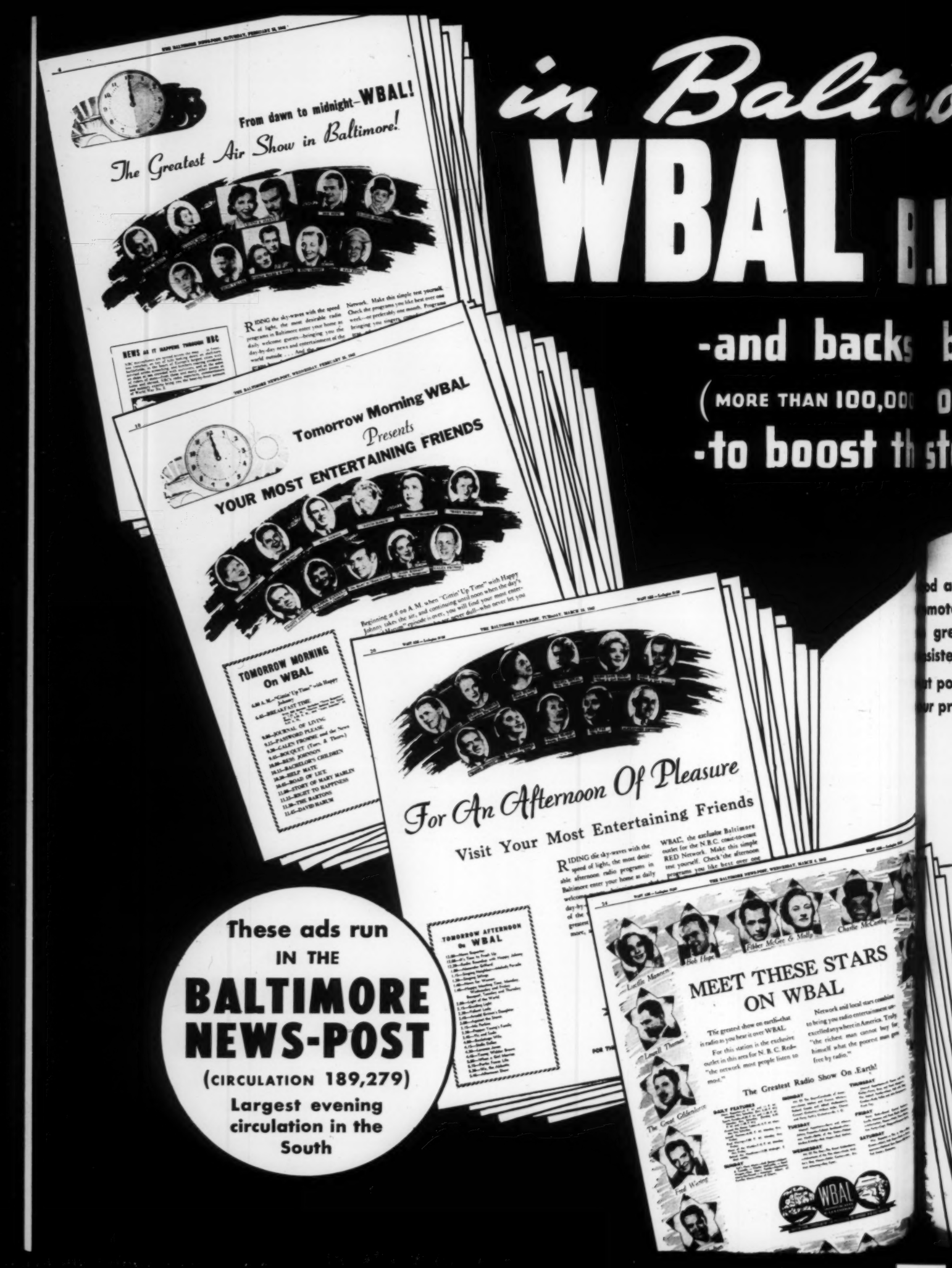
To meet the different requirements of her broadcasts, Miss Beatty looks back on her years of reporting, writing and editing as valuable assets. Her career started with Fremont Older's famous *San Francisco Chronicle* and she numbers among her journalistic exploits a book on the conditions in Nevada mining camps and an exposé of vice in 'Frisco.

As a foreign correspondent, Miss Beatty traveled round the world, covered World War I, and did special assignments in Russia. Upon her return to America, she became editor of *McCall's* Magazine, a position which provided her with a varied familiarity of women's affairs, an essential factor in her present success on the air. With this background, and a natural friendly manner, Miss Beatty has been able to mold her program to fit the needs of her audience, and her sponsors have blended naturally with their surroundings.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

. . . and these percentages will be samples of the WTAG listening habit among Central New England's radio families during the day and evening. All of the highest percentages are not included, either. In fact, WTAG's average is 64%* day after day. All independent surveys substantiate these figures. Details about WTAG's position in this important area on request.
* According to all independent surveys.
WTAG WORCESTER
When You Buy Time—Buy An Audience

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVE
Owned and operated by The Worcester Telegram-Gazette


in Baltimore
WBAL
-and backs
-to boost th
From dawn to midnight—WBAL!
The Greatest Air Show in Baltimore!
Tomorrow Morning WBAL
Presents
YOUR MOST ENTERTAINING FRIENDS
TOMORROW MORNING
On WBAL
For An Afternoon Of Pleasure
Visit Your Most Entertaining Friends
TOMORROW AFTERNOON
On WBAL
MEET THESE STARS
ON WBAL
These ads run
IN THE
BALTIMORE
NEWS-POST
(CIRCULATION 189,279)
Largest evening
circulation in the
South

tore:

B.IEVES IN ADVERTISING

ks belief with 52 FULL PAGES
oo of Newspaper Advertising in 1942
th stening audience for YOUR program

od advertising for good products is an unbeatable combination. And, just as you mote your merchandise on WBAL, we promote WBAL to the listening audience of great, booming Baltimore area--promote it aggressively, impressively and sistently.

t powerful promotion of WBAL all around the clock--from dawn to midnight--is r promotion. It means more listeners and more sales for your WBAL advertising!

"Business in Baltimore"

WBAL's great retail publication, publicizes your program to retailers of Baltimore and the Central Atlantic States

ONE OF AMERICA'S GREAT RADIO STATIONS

Represented Nationally by

EDWARD PETRY & CO., INC.

BROADCASTING
and
Broadcast Advertising

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Executive, Editorial
And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Planned 'Selling'

FRANK ADMISSION by the Government's radio planners that Washington's official publicity agents, more often than not prompted by an excess of zeal, have been over-doing their war appeals via the radio, should alone merit the radio industry's full cooperation with the Office of Facts & Figures in its finally devised plan of allocating time and subjects to networks, stations and sponsors toward the end that the most effective use of radio may be made in the war effort.

How many times has the radio audience had dinned into its ears, via gala programs, spot announcements and blurbs from the lips of the stars themselves, the plea to buy war bonds?

What station manager and program producer fails to receive, in each morning's mail, enough scripts and transcriptions from Washington to fill half their program day?

And what a magnificent response the industry has given to practically all of these demands, despite the knowledge that the use of all such material not only eats up precious time but, constantly repeated and often prepared by rank amateurs, sometimes actually annoys the audience! As OFF candidly admits:

> For many years, the Government had used radio for educational programs, but in the months before and just after Pearl Harbor this use reached an all-time high, especially in the sale of Defense Bonds and the recruiting of manpower. Results have shown that no group in the country was more eager to serve than the radio industry, but . . . networks, stations and program sponsors were being overwhelmed by a flood of requests for cooperation from dozens of Government agencies, both national and local. There was no way of knowing the relative importance of the various requests, and sometimes the very authority of the agency or individual asking help was in doubt. Much of the material was badly prepared. There were many duplications within the Government. Repetitive announcements irritated the audience, and reacted *against* the war effort. Government appeals for bond sales, enlistments and so on were being over-emphasized; basic war information was not being emphasized enough.

Accordingly, the plan of parceling out war messages to specific programs, and suggesting emphasis on specific subjects during particular periods, was evolved by OFF's radio chieftains, fortunately men with excellent radio backgrounds, in consultation with representatives not only of the Government but of sponsors, networks and stations.

The plan may have many bugs in it, but only trial and error will bring them out. Basically, it seems sound, especially inasmuch as it recognizes the fundamental principle of all advertising—that too much "commercial" defeats its own end even when the motive is patriotic and the sponsor is Uncle Sam himself.

The fact that OFF has instituted it for a three-month trial period, that the industry committees which helped frame it will continue to be consulted, that adherence is wholly voluntary and involves no penalties, and that the owners of the designated time will write in their own commercials for Uncle Sam, thus insuring variety and balance—all this augurs well for its hearty acceptance by the broadcasters and their sponsors.

Check-Mated

MUSHROOMING of spot checking services during the last few years have been a source of increasing irritation to broadcasters. Some advertising agencies and more spot advertisers have been driven to near distraction by dire stories from certain of these services. They are concerned over the manner in which the announcer on WOOF, 3,000 miles away, may have fudged his station-break, or maybe it didn't run at all. He multiplies that by as many announcements as he may have placed on all of the stations on his list.

Heretofore the trouble has been that the industry had no performance data. The NAB Sales Managers Executive Committee set out to do something about it. They've got case history stuff now. And here's the answer:

Of 4,985 programs and announcements over three stations, representing an industry cross-section, during February there were exactly 31 "errors". The ratio of error was a neat .0062%. That is, out of each 1,000 announcements the advertiser may expect some error in *six*. These may be anything from power failure to mispronunciation (the latter occurred in 11 of the 31 cases). And of the errors caught, about one-third affected commercials.

Advertisers are spending good money on checking services—money that could be devoted to purchase of more radio time. Now that the NAB has ferreted out the facts, it seems obvious that advertisers could save themselves time, money, and most important, concern over delivery of their commercial messages.

After all, the final test is reflected in *results*. If a station doesn't pull, as reflected in distribution in the particular market, then the advertiser or his agent can institute a check. Otherwise, we subscribe wholeheartedly to the conclusion of Frank Pellegrin, director of NAB's Bureau of Radio Advertising, that money spent for most checking services would bring far greater return if invested in additional spots.

The RADIO BOOK SHELF

CANADIAN Broadcasting Corp. has issued a booklet titled *French Network*, dealing with the work of its French network programs since the inception of the CBC in November, 1936. "French Canadians are keen listeners to radio programs, but their tastes are somewhat different from those of English-speaking Canadians," the booklet states in a foreword. The report deals with the coverage of French programs originating in Quebec province and reaching the French colonies of St. Pierre and Miquelon, and French-speaking Canada throughout the Dominion on national network and by shortwave directed to western Canada from Montreal. Booklet is available from the CBC Press & Information Dept., Toronto.

Military Operation

AFTER FOUR MONTHS of war, radio has achieved its wartime role. It is now actually on the firing line.

The *Army Hour*, inaugurated three weeks ago, is the epitome of radio in action. To quote the introductory words of Secretary of War Stimson, "it's a military operation".

Program criticisms are a dime a dozen. Lately, practically all of the war programs have been labeled bad showmanship by self-styled experts. Because it is authentic, *Army Hour* has won a spontaneous audience.

Radio is being used as a weapon in this war. Hitler and Goebbels learned how to use it long ago. The Japs have imitated them well. First-hand reports from the Pacific theatre tell how the Japs first grab the radio stations, newspapers and food supplies. The Nazis have always done the same.

Though the *Army Hour* is only a few weeks old, it has pegged radio's war niche. It is the first program entirely supervised by a Government agency. Yet all the men associated with its production are practical radio people—drawn from radio life for the Army. The program is a sort of wartime version of the old *RCA Magic Key* program with instantaneous pickups on a global basis. Never was a greater array of *talent* available for any program. Every man in the Army, wherever he may be, is a potential performer.

NBC is making available to the Army, without charge, all of the facilities for this weekly globe-girdling performance. One year's budget for the time and the pickups probably will exceed a half-million, aside from the donated time of affiliated stations.

Three weeks of the *Army Hour* proves another thing. It isn't necessary to have a universal hookup of all networks for war programming. If the program has merit and appeal, they'll listen.

We Pay Our Respects To —

GORDON GRAY

BY THE TIME this reaches print, he'll probably be Buck Private Gordon Gray, volunteer officer candidate, U. S. Army, on leave of absence for the duration from his radio, publishing and other business responsibilities. Gordon's friends and associates weren't a bit surprised when he volunteered March 28 for the Army despite the fact that he was classified as III-A. He waived all dependency. He shunned all suggestions that he apply for a commission. With his business background, experience and status in public life, he obviously could have acquired a commission. He's about to be (or has been) inducted with the latest batch of Winston-Salem trainees. He will undergo three months of preliminary training and if he makes the grade, Private Gray will go to an officers' training school.

One of the nation's wealthiest young men, Gordon Gray, though he won't say so, decided to do it the hard way. He relinquishes his duties as president of Piedmont Publishing Co., Winston-Salem, owners and operators of WSJS, publishers of the *Winston-Salem Journal* and *Twin City Sentinel*, and owner-operator of FM station W41MM, destined to be one of the really powerful FM outlets in the post-war era.

Originally slated for the tobacco business, Gordon chose law and then diverted to radio and journalism. His father, the late Bowman Gray, was the president and chairman of the board of R. J. Reynolds Tobacco Co., and Gordon obtained a first-hand knowledge of that industry by working in Reynolds factories during school vacations.

Born in Baltimore May 30, 1909, Gordon became a Tar Heel at the age of two when his parents returned to North Carolina. After preliminary education in North Carolina schools, he entered the U of North Carolina and was graduated with the class of 1930. He made an outstanding scholastic record and at the same time was one of the busiest men in extra-curricular activities.

As leading student of his class, he was president of the Carolina chapter of Phi Beta Kappa, elected in his junior year. Extra-curricular activities included the office of business manager of the *Carolina* Magazine, manager of the baseball team and membership in Delta Kappa Epsilon fraternity.

Post-graduate work came at Yale, where he achieved further distinction in scholarship by being chosen a member of the staff of the *Law Review*. He was elected president of the Corby Court law fraternity. After receiving his Yale law degree, young Gray went into practice in New York with the firm of Carter, Ledyard & Milburn. In 1935 he returned to Winston-Salem to become associated with the firm of Manly, Hendren & Womble.

While actively engaged in the practice of law, young Gray's attention was attracted to the newspaper and radio business. On May 1, 1937, he and his associates purchased and took over active management of the *Journal* and *Sentinel*, as well as WSJS, under the corporate name of Piedmont Publishing Co.

Under Gray's direction WSJS has grown from a 100-watt local station, quartered in a remote corner of the newspaper building, to a regional affiliate of NBC, now in its own modern building and currently completing construction to increase its present 250-watt power to 5,000 watts.

With a bent for engineering (he has been studying technical radio), Gray became interested in FM almost at the same time he acquired WSJS. He holds a construction permit for W41MM, to operate with 50,000 watts. It is now under construction on Klingman's Peak, in western North Carolina. With its full power and from its lofty height, this station is destined to have greater coverage than any other authorized FM station in the country.

An affiliate of the American Network, of which Gray is director, W41MM is expected to be in operation shortly after the first of May, with special permission to operate temporarily on reduced power of 3,000 watts. The Piedmont Publishing Co., as operator of WSJS, also has on file with the FCC an application for an FM station for Winston-Salem.

In addition to his duties as broadcaster and publisher, Gray has found time for active participation in public affairs. Among his many activities are listed two terms as State Senator from Forsyth County, chairman of the Forsyth County committee for the sale of war savings bonds and stamps, and former president of the Community Chest.

On June 11, 1938, he married Jane Boyden Craige, daughter of Mr. and Mrs. Burton Craige, of Winston-Salem. They have two children, Gordon Jr., 2½, and Burton Craige, who has just observed his first birthday.

Personal NOTES

TENNANT BRYAN, general manager of Richmond Newspapers Inc., operating WRNL, Richmond, has resigned to join the Navy as a lieutenant in its Office of Procurement in Richmond, and has been succeeded by John Dana Wise, vice-president and business manager. Tennant Bryan's father, John Stewart Bryan, president of the newspaper and radio company, last week announced his resignation as president of William & Mary College.

BOB WOOD, assistant director of news and special events at CBS, is substituting for Paul White, director of news and special events, during the latter's illness. It was incorrectly stated in the April 13 BROADCASTING that "Bob White" was filling the post.

GERRY TONKIN, manager of the Toronto office of Northern Broadcasting & Publishing Co., Timmins, Ont., has been appointed manager of CFAR, Flin Flon, Man., succeeding Duke McLeod.

RAY DADY, station director, Carol Gay and Myron J. Bennett, all of KWK, St. Louis, were made honorary members of the Marine Corps during the celebration of Marine Corps Week, April 9-16.

TALBOT PATRICK, publisher of the *Goldsboro* (N. C.) *News-Argus*, operating WGBR, has joined the Office of Facts & Figures in Washington, supervising information to the weekly, religious, labor and Negro press.

JERRY DONAHUE, formerly in the advertising department of Vultee Aircraft Inc., Downey, Cal., has joined NBC Hollywood Radio Recording division as sales representative.

B. J. LAVIN, assistant manager and commercial manager of WDAY, Fargo, N. D., has returned to his desk after an appendectomy.

LUCIEN GODIN, announcer of CKRN, Rouyn, Que., has joined CKVD, Val d'Or, Que., as salesman in charge of French accounts.

JOSEPH LANG, general manager of WHOM, Jersey City, and chairman of the NAB foreign language committee, has been named to supervise the foreign language division of the current campaign in Greater New York by the United Service Organization.

JAMES HART, who handles the plot on the Lever Bros. *Bright Horizon* program, with John Young writing the dialogue, has joined the radio department of the American Red Cross in Washington, working under Lamar Kelley, formerly of Ruthrauff & Ryan.

CORP. NORMAN T. LEWIS, formerly commercial manager of WJMA, Covington, Va., is now chief sound technician at Camp Lee in the post special services office.

JERRY JULUM, formerly of WOAI, San Antonio, has joined the sales department of WCCO, Minneapolis, replacing Robert Buechner, who left in March to join the New York staff of Free & Peters.

EDWARD LARKIN, account executive of CBS, San Francisco, formerly of KNX, Hollywood, has ben inducted into the Navy as a lieutenant, junior grade.

JOHN E. FETZER, president and general manager of WKZO, Kalamazoo, Mich., has returned to the station following a five-week convalescence in Florida as a result of an infection from a tonsillectomy.

E. E. HILL, managing director of WTAG, Worcester, Mass., has been named to the newly-created Worcester civilian defense comission.

CALVIN J. SMITH, manager of KFAC, Los Angeles, has been appointed Southern California Broadcasters Assn. representative on the Hollywood Victory Committee for Stage, Screen and Radio.

ROBERT G. SOULE, vice-president of WFBL, Syracuse, has again been selected as chairman for the National Skeet Shoot to be held next August in Syracuse.

T. R. PUTNAM, commercial manager of KFRO, Longview, Tex., is convalescing in the Veterans Hospital at Alexandria, La.

TED McALLISTER of Toronto, has joined the sales staff of CHEX, Peterborough, Ont.

Free Resigns FCC Post

RESIGNATION of Lloyd A. Free, director of the FCC's Foreign Broadcast Monitoring Service will coincide April 22 with his entrance into the Army as a second lieutenant assigned to intelligence. He was appointed in June, 1941, to administer the FCC subsidiary which records and analyzes foreign shortwave broadcasts [BROADCASTING, April 13]. Before joining the FCC, Mr. Free was editor of *Public Opinion Quarterly*. In 1939 he was assistant director of the Princeton Radio Research Project and at that time also served as secretary of the Rockefeller Foundation's committee on mass communications.

Fogel in War Dept.

IRVING FOGEL, former Los Angeles program and transcription producer and recently with Allied Record Mfg. Co., Hollywood, has resigned to become special consultant to the Secretary of War and assistant to the Joint Army & Navy Committee. He has also been assigned as an advisor on transcriptions for the radio section of the Army's Special Services Branch under Maj. Gordon Hittenmark.

BEHIND the MIKE

C. M. (Pinkey) HUNTER, former vocalist and band leader and more recently sportscaster of WHK-WCLE, Cleveland, has been named program director of those stations. He succeeds R. W. Richmond who resigns effective April 25 to become general manager of WRRN, Warren, O. Lew Henry, WHK-WCLE announcer, will take over Hunter's sports programs.

NORMAN ANDERSON of CBS Hollywood junior staff, has resigned to join the Navy officers' training school.

JERRY BURNS, formerly with WLW, Cincinnati, has joined the sports staff of KXOK, St. Louis, to assist France Laux on the play-by-play description of all home games of the St. Louis Cardinals and Browns.

CHARLES ROMINE, producer of the *Meet the Men of Your Army* program series, over KXOK, St. Louis, has been selected to attend officers training school. Sgt. Bill Graffis, former Chicago radio writer, will handle production of the program in addition to doing the announcing.

WILLIAM P. YEAROUT Jr., conductor of the *Old Timekeeper* program over WREN, Lawrence, Kan., is the father of a son.

MAX FALKENSTEIN, new to radio, has joined the announcing staff of WREN, Lawrence, Kan.; Arden Booth, WREN announcer and music librarian, is now in the Army Signal Corps.

Mrs. Takes Over

IT'S VERSATILITY that counts in wives these days. Ask Dick Vail, account executive of KFRE, Fresno, Cal., for he has no qualms in leaving for military training. Carrying on his station sales work is his wife, Evelyn. In addition she announces, writes copy and generally has taken over his former station duties.

FRED SMITH, formerly of WCFL, has joined the announcing staff of WHK-WCLE, Cleveland, and Pearl Stephan, new to radio, has been added to the WHK-WCLE service department.

CHARLES GUS CHAN, Chinese announcer of WWRL, New York, will join the Army April 24.

DON GARDINER, BLUE newscaster, has taken over thrice-daily news periods on BLUE, succeeding Bill Spargrove who has joined the Army.

JERRY LAWRENCE, conductor of *Moonlight Saving Time*, on WOR, New York, is the father of a boy, Stephen Jeffrey.

JOE HASEL, on WNYC, and WNEW, New York, and WBYN, Brooklyn, as sportscaster has been appointed sports reporter of WJZ, New York.

GRAHAM W. SELLARS, formerly of KFPW, Ft. Smith, Ark., has joined the announcing staff of KFRO, Longview, Tex. He replaces Bob Ferrie who left to join KLRA, Little Rock.

CONNIE DESMOND, sports announcer with eight years' baseball broadcasting experiences in Columbus and Toledo, has been named No. 2 announcer with Mel Allen of the exclusive broadcasts by WOR, New York, of the New York Yankee and Giant ball games. Last year, Desmond covered the games played by the Columbus team in the American Assn., and during the winter broadcast football games of the Columbus Bulldogs.

STEVE MANDERSON, theatre manager, has joined WGAC, Augusta, Ga., as program director, succeeding Ben Miller, now with the Public Relations Office of the U. S. War Department, Washington.

CORP. BERNARD FISCHER, formerly with the script department of WOR, New York, is now a Camp Lee sound system announcer.

DON HENDRICKS, formerly of KWNO, Winona, Minn., has joined the announcing staff of WTMJ-W55M, Milwaukee.

FRANK HOLLOWAY, formerly of KTOK, Oklahoma City, has joined the KGGF, Shawnee, Okla., announcing staff. Naomi Warner, of the KGGF continuity department, was married recently to Loren Bishop.

GORDON KINNEY, program director of WHEB, Portsmouth, N. H., joined the Army April 6.

HELEN GROGAN, traffic director of KWK, St. Louis, was married April 9 to Norman Bledde and has left for private life.

ROGER PATRICK, formerly of WCLS, Joliet, Ill., has joined the announcing staff of WCBS, Springfield, Ill., replacing Don Walker who has joined WHIO, Dayton.

JOE BIGELOW, Hollywood writer of the weekly NBC *Chase & Sanborn Show*, has been signed as collaborating writer on an RKO film featuring Edgar Bergen, Charlie McCarthy and Fibber McGee & Molly.

PAUL FRANKLIN, Hollywood writer-producer, has been assigned in that double capacity on the thrice-weekly half-hour adventure series, *Red Ryder* sponsored by Langendorf United Bakeries on 11 Pacific BLUE stations.

HOWARD NELSON, announcer of WDAY, Fargo, N. D., is the father of a boy, Howard Frederick. Bob Dobbin, continuity chief and farm director is now in Officers' Training School in Florida. Warren Savold, assistant news editor and engineer of WDAY, has resigned to take a position with the Government. John Lynch, former newspaperman, has been named WDAY assistant news editor.

BILL STOVIN, of CKSO, Sudbury, and son of H. N. Stovin of Stovin & Wright Ltd., Toronto station representatives, has joined the Royal Canadian Air Force as radio technician.

FRANCE LAUX, World Series announcer, has returned to KXOK, St. Louis, to do the play-by-play of Cardinal and Browns home games. Bayliss Corbett, KXOK newsman, has been inducted into the Army. John Cannon, formerly of WJW, Cleveland, WBBM, Chicago, and WTMJ, Milwaukee, has joined KXOK's announcing staff.

PETER ROBERTS, formerly of WHAM, Rochester, N. Y., has joined the announcing staff of WIBG, Philadelphia.

SID MILLER, program director of WEIM, Fitchburg, Mass., is to leave soon for military service.

JOEL LAWHON has been promoted to chief announcer of WFBC, Greenville, S. C., and has taken on the added duty of educational director.

BILL DAY, former Colorado U athletic publicity director and golf coach, has joined the news staff of KLZ, Denver, succeeding Ed Sproul, assistant news editor, who has joined the Navy.

BYRUM SAAM, baseball announcer of WIBG, Philadelphia, is the father of a baby girl.

LOU FRANKEL, director of publicity, promotion and special events of WBYN, New York, resigned as of April 10.

CARTER REYNOLDS, announcer of WMT, Cedar Rapids, was married March 28 to Margie Martin of Fort Worth in Cedar Rapids. Paul Clark, WMT announcer, married Lee Thompson, formerly musical director of WIBF, Rock Island, April 11.

SGT. RAYMOND E. WATKINS, former NBC organist, now directing the chapel music at Keesler Field, Biloxi, Miss.

DON WILSON, of CBM, Montreal, has rejoined CJOR, Vancouver, as newscaster.

LARRY GUTH, student of St. Norbert College, has joined WTAQ, Green Bay, as parttime announcer-operator.

ROSEMARY WAYNE, formerly of Craig E. Dennison Agency, Chicago, has joined the continuity staff of WBBM, Chicago.

BRUCE EELLS, account executive of KHJ, Hollywood, is recovering from a broken wrist suffered while playing volley ball.

TERRY O'SULLIVAN, announcer at KGB, San Diego, has joined KHJ, Hollywood, in a similar capacity, but is continuing week-end announcing assignments for the former station.

GEORGE HARSHBERGER Jr., formerly of West-Holliday Co., New York, has joined the CBS Hollywood sales promotion staff.

BETTY MONROE, formerly commentator of WHB and KCMO, Kansas City, has started twice-weekly broadcasts on WHN, New York, presenting news of what women are doing to help win the war.

BILL GOODWIN, Hollywood announcer, has been signed as a contract player by Paramount.

PAUL CANDREVA, of the vocal orchestra of KFI-KECA, Los Angeles, has joined the Navy.

CHARLES GARLAND, Hollywood film commentator and columnist, and Stephanie Bledsoe, commercial photographer, were married in that city March 22.

GEORGE D. CAVITT and Robert Strickland have joined the guide staff of NBC Chicago.

JAMES BOUDRE, from WFBR, Baltimore, has replaced Bill Shriver, announcer of WFVA, Fredericksburg, Va., who will do radio work in New York.

BOB FLEMING, formerly announcer of WELI, New Haven, was graduated April 11 from officers training school as a second lieutenant.

Elmer Diddler's Doings:

"There's something about baby shoes"

OK, Elmer, you keep right on dreaming about baby shoes. That's perfectly all right for a guy who covers this region by little, toddling steps, dealing with a station here, another there.

But those of us who don't have time to dally so much are going to put on Seven League Boots. We know that it takes power and reach to cover this area. We're going to use WGY and get the whole job done in one big leap, for WGY

GENERAL ELECTRIC

WGY

50,000 WATTS

SCHENECTADY, N. Y.

★ was the nation's first 50,000-watt station

★ is the only 50,000-watt station within 100 miles of Schenectady

★ is the only NBC Red station within 90 miles of Schenectady

★ is the area's only 20-year veteran.

WGY-69

DOUBLE BARRELLED RESULTS!

KGVO

MISSOULA · MONTANA

15TH NAB DISTRICT STUDIES WAR ISSUE

SEVENTEEN member stations were represented at a meeting of broadcasters of the 15th District, NAB, held April 8 in San Francisco.

Howard Lane, business manager of the McClatchy stations and chairman of the NAB district, called the meeting for a general discussion of NAB problems such as the technician situation resulting from the war crisis. Mr. Lane reviewed developments of the past month in connection with the NAB reorganization discussion.

Guests at the meeting were Granville Campbell, public relations staff, Treasury, San Francisco, and Lieut. Larry Lovett, Navy public relations officer. Both spoke briefly.

William B. Ryan, general manager of KGO, San Francisco, was appointed to act as liaison between the radio stations and the Treasury in connection with projected programs for the month of May.

Fifteenth NAB District members present were: Wilt Gunzendorfer, KSRO; Ed Franklin, KJBS; Charles E. Morin and Art Kemp, CBS; Glenn R. Dolberg, KQW; Byron Mills, and Alfred Crapsey, KPO; David H. Sandeberg and Mr. Lane, KFBK; Walter B. Davison and Mr. Ryan, KGO; S. H. Patterson, KSAN; Harold H. Meyer and Deane Stewart, KYA; F. Wellington Morse, KLS; Paul R. Bartlett, KFRE; Clyde Coombs, KARM.

CHEX Names Staff

CHEX, Peterborough, Ont., which after several delays was officially inaugurated March 31, has announced the following staff: J. M. Davidson, formerly of CJKL, Kirkland Lake, Ont., as manager; Don Insley, program director; Karl Monk, musical director; Jerry Kelly, formerly of CKGB, Timmins, Ont., as chief engineer; Marvin Stroh and Jack Cuthbert, operators; Sonya Barnet, traffic manager and publicity; Del Mott, newscaster and announcer; Gordon Shaw, announcer; Dave Price and Hal Cooke of CFCH, North Bay, Ont., as salesmen, and Lola Monk as secretary.

BOB HOPE, star of the weekly NBC *Bob Hope Show* sponsored by Pepsodent Co. in recognition of his participation with Bing Crosby in a series of benefit golf tournaments for the Red Cross, has been made a life member of the Professional Golfers Assn.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NIGHT & DAY

Night and day, throughout the week, WDRC carries a strong schedule of the country's leading advertisers. Here's the reason: They pick WDRC for its winning combination of coverage, programs and rate. Basic CBS, Hartford.

CBS

Meet the LADIES

VIRGINIA WADE

VIRGINIA WADE started her radio career back when WJSV, Washington, was an independent station with a daily children's program, *Miss Sandman*. She received letters from Australia, New Zealand, Canada and all States east of the Mississippi. Nevertheless she soon realized that children's programs were becoming so numerous that it would be necessary to branch out to other types of shows. Women's interests were her next step and she moved to Kokomo, Ind., to become director of women's activities and traffic manager of WKMO.

After a short stay as commercial continuity writer of WFIN, Findlay, O., she arrived at WCED, Dubois, Pa., as director of women's activities and continuity writer.

In addition to her regular activities she conducts nine programs a week—eight for women and one 15-minute newscast on Sunday night. Three of the programs are sponsored by Occident Flour Co. Five others are locally sponsored and the newscast is sustaining. All her shows are planned, prepared, produced and announced by herself.

Virginia is a graduate of the Marjorie Webster School, Washington, and is married to Les Ryder, also in radio.

Maurice Rappel

MAURICE RAPPEL, 41, recently named director of Jewish programs of WWRL, New York, died at his home in Sunnyside, Long Island, N. Y., on April 11, after an illness of several months. Rappel was at one time director of Yiddish programs at WLTH and WARD, now consolidated to form WBYN, Brooklyn. He also produced the *American-Jewish Hour* on WHN, New York, and a Sunday program on WEVD, New York.

Sgt. Doster Honored

CLAY DOSTER, master sergeant who operated PCAN and PCAC, Army stations in the Panama Canal Zone and who secured NBC programs for the stations, was the guest of honor at a dinner given by NBC officials recently on his return from Panama. Doster was made "honorary vice-president in charge of trivia," of NBC in recognition of his initiative in obtaining transcribed network programs for the stations and for bringing troops in the field closer to their folks at home.

Radios for USO

GIFT of $5,000 worth of radios to United Service Organizations clubhouses by the United Electrical, Radio & Machine workers of America, was announced last week by the USO. The union with a membership of 400,000 voted the gift in an unanimous resolution at its recent annual convention. According to Albert J. Fitzgerald, president, a large percentage of its membership now in the service had reported the great morale value of the USO, prompting the gift resolution. Union is purchasing machines from several companies and will ship them to USO clubhouses.

Celanese and Lever Beam Programs to Servicemen

FOLLOWING announcement that the Texas Co., New York, had signed with CBS as the first sponsor to shortwave its regular program—starring Fred Allen—to the armed forces via WCBX and WCRC, CBS international stations [BROADCASTING, April 13], two other CBS advertisers have made similar arrangements.

Celanese Corp. of America, New York, on April 18 started shortwaving its *Great Moments in Music* program around the world Saturdays 7:30-8 a.m. (EWT) on the CBS shortwave stations, and on April 21, Lever Bros., Cambridge, will sponsor transcribed versions of *Lux Radio Theatre*, Tuesdays, 7-8 a.m. (EWT). Celanese agency is Young & Rubicam, New York; J. Walter Thompson Co., New York, handles the Lux account.

USO AD COMMITTEE FORMED FOR DRIVE

FORMATION by the United Service Organization of a national advertising radio committee to assist in the USO's 1942 war fund campaign, was announced last week by Prescott S. Bush, national campaign chairman.

Co-chairmen of the committee will be Joseph R. Busk, of Ruthrauff & Ryan, and Maurice R. Bent, of Blackett-Sample-Hummert. Both served in the radio section of last year's USO drive which was oversubscribed by $3,600,000.

Serving on the committee are Cadwell S. Swanson, J. Walter Thompson Co., and Hubbell Robinson, Young & Rubicam.

Mr. Busk and Jesse Butcher, director of radio for the USO drive, have already enlisted the aid of William Lewis, of the Office of Facts & Figures. In conjunction with the OFF, the USO plans to stagger its participation in commercial programs between May 11 and July 4 to avoid redundancy, and conflicting broadcasts in the same evenings.

Campaign format will incorporate use of spot announcements, gag situations and speeches by well-known people. As last year the USO will be brought into the stories of dramatic series already on the air. In certain scripts last summer leading characters organized USO drives in their fictional communities.

WWNY, Watertown, N. Y., has appointed Radio Advertising Corp. as its exclusive representative.

"THIS IS OUR LAND"

★

So say millions from the four corners of the globe who have adopted this glorious U.S.A., as their home. The home of their future generations.

This station is proud to be a welcome visitor in these homes, 24 hours of the day, 7 days of the week, 365 days of the year.

★

5,000,000 PEOPLE CAN'T BE WRONG, THEY WELCOME IN 8 LANGUAGES IN THEIR HOMES DAILY THE CALL LETTERS OF

WHOM

1480 KILOCYCLES

FULL TIME OPERATION

29 WEST 57TH ST., NEW YORK

Telephone Plaza 3-4204

JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WPB WAR SERIES STARTING ON BLUE

DESIGNED to clarify the war situation and the production drive and to acquaint Joe American and his family with the important role that they have assumed in this broad picture, the new WPB series, *Three Thirds of a Nation*, will start on the BLUE April 22, 10-10:30 p.m. (EWT).

The series will dramatize the inter-relation of everyday sacrifices, shortages of materials, salvage etc. with specific cases of how it helps our war effort. Parallels of how one less lump of sugar means another soldier in the field; one less aluminum double boiler means enough planes to lick the Axis, will be drawn.

Scripts have been written by Dorothea J. Lewis, of the WPB radio section, in a kaleidoscopic style. They will be presented from Hollywood with the cooperation of the Hollywood Victory Committee with original music by Leith Stevens and Meredith Wilson under the direction of John Nelson.

The first broadcast will link sugar with the loss of Philippine plantations and smokeless powder in American guns in Australia. Subsequent programs will deal with tires and our curtailed rubber sources; the link between junkman and our mechanized war; the connection between the last automobile on the assembly line and bombers on allied fronts; what 1,500 pounds of steel did for one American.

Purely PROGRAMS

AMATEURS still get a chance on *Sing & Act* over WFMJ, Youngstown, and listeners get an informal half-hour each Monday at 9 p.m. Listeners are invited to the studios where they participate in the songs and playlets which constitute the program. Hand microphones bring singer's voices to the air and deep dramatic cadences—all from the studio audience seated in their chairs. Plays contain factual errors which are deliberately inserted for listeners. Complete lists of such errors bring listeners defense stamps.

* * *

All-Marine

ALL-MARINE show, titled *Halls of Montezuma*, has been launched on MBS from KGB, San Diego. Featured on the weekly half-hour show are the 45-voice Sea Soldier Chorus and Marine Symphony orchestra. David Titus is writer-producer.

* * *

Baseball History

HISTORY of baseball in the home town is discussed by Wally Bronson, manager of the Oshkosh, Wis., farm team of the New York Giants, and Bob Lee, sportscaster of WOSH, Oshkosh, on a weekly quarter-hour sports program.

Radio Reveille

RADIO-ACTIVE Fort Riley, Kan., began a new program April 6 called *Reveille At Riley With Cap'n. Kay Smiley* over KSAL, Salina. Heard from 6 to 6:30 a.m. daily, the program is designed for post listeners consisting of news about the cavalry troopers and presented by Helen Gies. Another program prepared by the camp's public relations section is a weekly musical, *Fort Riley Entertains*, over WIBW, Topeka. Featuring enlisted talent it is heard at 7 to 7:30 p.m. and originates from the reservation's service club.

* * *

Tour for Funds

WORKSHOP of seven staff-members of WDAY, Fargo, is producing *Victory Revue* twice each week in various cities to raise funds for gifts to be presented to men in the armed services. Donating services, the troupe has raised between $150 and $200 each night, with the station defraying cost of advertising and travel. As a feature of each show, men leaving shortly for the services are introduced and a gift party is arranged in Fargo at the time when they leave for induction.

* * *

Zany Purchases

HAIR nets, lumps of sugar, charcoal, egg shells, locks of hair and even a nose print of an Ardvark are purchased from club members each evening on the *Funny Money Man* program of WCAR, Pontiac, Mich. Trivial and nonsensical items are purchased for as much as $5 from listeners who send in their names to become club members.

* * *

Military Tools

TO FAMILIARIZE the radio listener with the newest types of tools in military use, with the long-range purpose of building up morale and confidence in the fighting forces, MBS has started *Fighting Tools*, weekly program featuring Col. Henry H. Miller, author of several texts on artillery operation. The broadcasts will be checked by the War Department.

Transportation Co-op

PLAN for the conservation of [g]oline, tires and automobiles of [de]fense workers in the Pontiac, [M]area has been started by [WC]which each day conducts a [5]minute announcement prog[ram]. The broadcast, *Lets Ride Toge[ther]*, gives names and times of [cars] seeking transportation or [offer]same as well as their routes [and] phone numbers.

* * *

Bottle Hints

HINTS to answers on *Wis[dom]* new weekly half-hour [radio] quiz program sponsored by [Bor]man Dairy Co., Chicago, [over] WBBM, are given on Bow[ling] bottlecaps and cards to be [han]to customers by milk salesmen [and] grocers. A total of $200 cash [is] given weekly to 65 listeners [who] send correct answers to 10 [ques]tions on the program.

* * *

Museum Interests

DESTROYING the erroneous [con]ception that museums are dull [and] uninteresting, WBRK, Pittsfield, Mass., conducts *39 South Stre[et]* from the galleries of the [local] Berkshire Museum. Programs [are] interesting discussions by [well] known local people on current [ex]hibitions in the language of the layman.

* * *

For Better Health

STRESSING available health clinics and agency services as well as giving information on available educational material, the *Health Reporter* series has been started on WINX, Washington. Data and copy are carefully checked with District of Columbia official and voluntary health agencies.

* * *

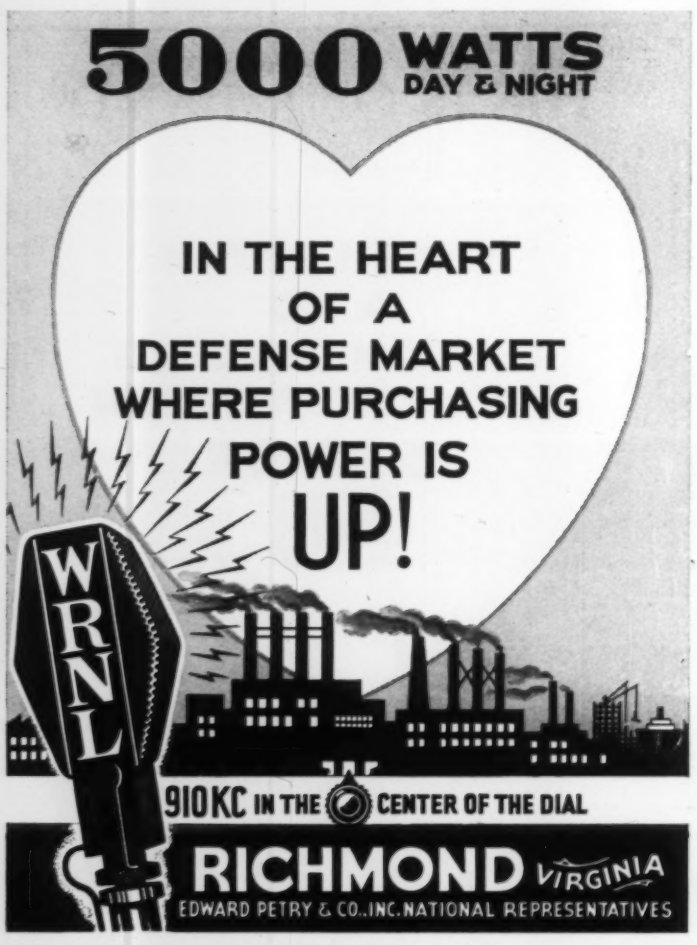
Phone Questions

TELEPHONE quiz with the emphasis asking a question to which the answer has already been announced on the air is the format of *Do You Know The Answer* of KLZ, Denver. Contestants are picked at random from the phone directory and correct answers win a minimum of $5.

* * *

Give a Lift

ENCOURAGING motorists to give soldiers and sailors a lift, WTSP, St. Petersburg, has begun a series of daily spots. Other spots are used to ask listeners to help service men make the most of their furlough time.



WSRR

Stamford, Connecticut

Announces Its Affiliation With

THE BLUE NETWORK

Effective Immediately

Stephen R. Rintoul, *Owner*

Slocum Chapin, *Manager*

TEACHING advertising to students of the U of Arizona, Henry Schaeffer, advertising manager of KVOA, Tuscon, here presents a complete campaign prepared for a local account by the station's advertising staff. Students also participated and their best commercials received prizes and were used in the KVOA campaign. Dr. E. G. Wood of the university's College of Business Administration looks on as Schaeffer reviews the campaign for the class.

Tea for Servicemen

SERVICEMEN are invited to participate in a broadcast and have tea served right in the studio for *Tea With Merry Lee*, a new show heard thrice-weekly on WFIL, Philadelphia. With Lee Frank as mistress of the teacups, different celebrities visiting the city are invited to have their tea at the station at 4:30 p.m. and discuss ways of helping in the war effort. Representatives from the various branches of the service join in the discussion.

* * *

Naturalization Help

AID to the thousands of aliens in San Joaquin Valley who are preparing themselves for citizenship examinations is given on the weekly quarter-hour *A School in Citizenship* on KTKC, Visalia, Cal. A. studio announcer holds school with Gustavo Simas, Portuguese news commentator, providing a realistic touch.

* * *

Lobby Talk

THE LOBBY in a small-town hotel is the locale for a series now heard on CBS five-times weekly an offshoot of *Brush Creek Follies*, weekly program continuing on CBS. In the new show, *Down Brush Creek Way*, Hiram Higsby and his cronies meet in the lobby of Stop Inn, in the little town of Brush Creek, to spin tales, play and sing.

Sign Per Program Pact

PER PROGRAM contract, covering both commercial and sustaining shows, was signed by KFI-KECA, Los Angeles, and ASCAP on April 10. However, BMI and public domain numbers will continue to be the major musical sources of the stations, according to Harrison Holliway, general manager. He called attention to the fact that with signing of the agreement, KFI-KECA will be permitted to use the song, "Coral Isle", lyrics of which were written by Earle C. Anthony, stations' owner, and music contributed by Johnny Noble, an ASCAP member.

ALUMNI OF WFBC
Station Proud of Members Who Reach Stardom

ANNOUNCEMENT several weeks ago that Bill Bivens has taken over the announcing chores on the NBC *Chesterfield Time* show of Fred Waring was accepted with a feeling of pride by WFBC, Greenville, S. C., where Bivens was chief announcer ten years ago. WFBC has come to feel that it is the proving ground for many radio big timers.

WFBC graduates include Charles Crutchfield, program director of WBT, Charlotte; who held a similar position at WFBC; Frank Blair, WOL, Washington, announcer; Walter Compton, news editor of WOL and conductor of the MBS *Double Or Nothing* show; Margaret McCravy, known as "Pretty Peggy Pepper" on Dr. Pepper programs; Martin S. Wales, now at WKAT, Miami Beach; Eber Lineberger, currently on the West Coast.

No 20th Fete

BECAUSE STATION time was not available, KFI, Los Angeles, planned no special broadcast festivities to observe its 20th anniversary April 16, according to Harrison Holliway, general manager. Instead there was a "strictly staff" party, with dramatic incidents in the history of the station broadcast during a 30 minute program on the evening of April 13. Glan Heisch, program manager, was producer, with Claude Sweeten's orchestra supplying background music. Script was by Don Clark. Don Wilson and Ken Carpenter, Hollywood network announcers who got their start on that station announced. Mr. Holliway, in a brief talk, discussed "Public Service Problems in War Times".

WCCO'S SERVICEMEN
Lobby Plaque to List 16 Members Serving

APPROXIMATELY one-third of the male personnel of WCCO, Minneapolis, are already serving Uncle Sam or are about to enter the service. In honor of this contingent, WCCO has set up a plaque in its lobby, listing those in the service.

To date ten have already left—Lee Potter, salesman; George Culbertson and Lyman Swenson, engineers: Vince Bastien, musician; Bun Dawson, assistant production manager; Bill Wiggiston, Eddie Gallaher and Bob Campbell, announcers; Ernest Jacobsen and Harold Kampainen, pages.

Those scheduled to be inducted within the next six weeks are Tom Dawson, sales manager; Al Harding, salesman; Lewis Smith, control man; Jack Nadeau, sound effects; Bob Woodbury, traffic department; Harry Habata, musician. Dawson is to leave the middle of April to join the Navy as a lieutenant commander, j.g.

P & G Extends 'Abie'

ALTHOUGH the NBC program *Abie's Irish Rose*, sponsored by Procter & Gamble Co., Cincinnati, for Drene and Teel, was slated to go off the network after the May 16 broadcast, the company has extended its contract for an additional six weeks through June 26. The series is heard on 39 NBC stations, Saturdays, 8-8:30 p.m. Agency is H. W. Kastor & Sons, Chicago.

22 From WBBM's Staff Now in Armed Forces

WBBM, Chicago, reports that 22 of its men are now in the service as follows:

Army Signal Corps: Lieut. Tom Noble, news writer, Camp Robinson, Ark.; Jack Cahill, producer, and John Slattery, engineer, Camp Crowder, Mo.; George Morriss, producer and Charles Reynolds, mail room clerk, Chicago; Charles Warriner and Floyd Timberlake, engineers, War Dept. radio division.

Army Air Corps: Michael Sullivan, Selfridge Field, Mich., and Bob Croft, Chanute Field, Ill., both pages.

Regular Army: Capt. J. (Buck) Weaver, director of news and special events, Washington; Lieut. Frank H. Lehnert, engineer, and Mat Homer, page, Camp Forrest, Tenn.; William Barthelman, transcription department, NCO training school, Camp Forrest; Donald Danielson, publicity writer, Camp Grant, Ill.; Bill Connor, Ft. Devens, Mass.; Roy Gleason, San Diego; Bob Myers, Camp Crowder, Mo., all pages; Martin Michalec, maintenance.

Navy: Ensign Robert Morard, special events, Great Lakes, Ill.

Marines: Vincent Rossi, accounting, San Diego, Canadian Army; Ed Cleland, continuity writer.

National Defense Research Council: Ellery Plotts, FM engineer.

VIRGINIA DAVIS, director of women's programs of KXOK, St. Louis, and Harry K. Renfro, news editor, have been appointed honorary members of the Marine Corps by Capt. John A. Tebbs, commandant of the St. Louis office, USMC, who presented them with miniature Marine emblems for their work for Marine enlistment. KXOK is making plans to further publicize the Marines.

"OUR STRAPHANGER'S ARMY IS GROWING,"

announces Suzy the Steno. "Which means, Mr. Sponsor, that more and more 'fares' are being reminded daily of your program and product through WSAI's car cards—displayed to more than 350,000 passengers who daily ride the street cars and buses of Greater Cincinnati and Northern Kentucky.

"A big help? It's only ONE of WSAI's tested merchandising features!"

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSFO, San Francisco

Langendorf United Bakeries, San Francisco (Homestead Bread), *sa*, thru Ruthrauff & Ryan, N. Y.
Langendorf United Bakeries, San Francisco (Holsum-American Meal Bread), 12 *ta* weekly, thru Erwin-Wasey & Co., San Francisco.
William H. Wise & Co., New York (books), *t*, thru Northwest Radio Adv. Co., Seattle.
Mary Ellen Jams & Jellies, Oakland, Cal., 2 *sp* weekly, thru Emil Reinhardt Agency, Oakland.
Golden State Co., San Francisco (Golden V Vitamin Milk), 6 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.
Tidewater Associated Oil Co., San Francisco, *sp*, direct.
Manhattan Soap Co., New York (Sweetheart Soap), 6 *sp* weekly, thru Franklin Truck, N. Y.
F. Lagomarsino & Sons, Sacramento (alfalfa seed), 6 *sa* weekly, thru Ewing C. Kelly, Sacramento.
Safeway Stores, Oakland (food), 38 *ta*, thru J. Walter Thompson Co., San Francisco.
Musterole Co., New York (Musterole), 5 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
American Chicle Co., New York (Beeman's pepsin gum), 50 *sa* weekly, thru Grant Advertising, N. Y.

KQW, San Jose

Peterson Tractor & Equipment Co., Hayward, Cal., 5 *sp* weekly, direct.
Los Angeles Soap Co., Los Angeles (soap), 6 *sp* weekly, thru Raymond R. Morgan, Hollywood.
Langendorf United Bakeries, San Francisco (American Meal Bread), 11 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Langendorf United Bakeries, San Francisco (Hollywood Bread), 6 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Beechnut Packing Co., Canajoharie, N. Y. (Beechnut gum), 4 *sa* weekly, thru Newell-Emmett, N. Y.
American Cigarette & Tobacco Co., New York (Pall Mall), 23 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Chris Hansen Labs., Little Falls, N. Y. (Junket), 4 *ta* weekly, thru Mitchell-Faust, Chicago.
Larus & Bros. Co., Richmond, Va. (Edgeworth Tobacco), 3 *sa* weekly, thru Warwick & Legler, N. Y.

KHJ, Hollywood

F. W. Woolworth Co., N. Y. (chain), 5 *ta* weekly, thru Lynn Baker Co., N. Y.
Pepsodent Co., Chicago (toothpaste), 5 *ta* weekly, thru Lord & Thomas, Chicago.
Ex-Lax Mfg. Co., Brooklyn (laxative), 3 *ta* weekly, thru Joseph Katz Co., N. Y.
Carnation Milk Co., Los Angeles (fresh milk), 5 *sp* weekly, thru Lord & Thomas, Los Angeles.
American Cigarette & Cigar Co., N. Y. (Pall Mall cigarettes), 28 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

KFI, Los Angeles

Larus & Bros. Co., Richmond, Va. (Domino cigarettes), 2 *ta*, 4 *sa* weekly, thru Warwick & Legler, N. Y.
American Cigarette & Cigar Co., N. Y. (Pall Mall cigarettes), 16 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
F. W. Woolworth & Co., N. Y. (chain), 5 *sp* weekly, thru Lynn Baker Co., N. Y.
Lever Bros., Cambridge, Mass. (soap), *sa*, *ta* weekly, thru Young & Rubicam, N. Y.

KFAC, Los Angeles

Everlast Co., Hollywood (inner tube preserver), 36 *sa* weekly, thru Allied Adv. Agencies, Los Angeles.
Chemicals Inc., San Francisco (Vano), 3 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.

WWDC, Washington

Liggett & Myers Tobacco Co., New York (Chesterfield), 72 *ta* weekly, thru Newell-Emmett, N. Y.

KYW, Philadelphia

Rumford Chemical Co., Rumford, R. I. (baking powder), 3 *sa* weekly, thru H. B. Humphrey, Boston.
Kellogg & Co., Battle Creek, Mich. (corn flakes), 10 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Lever Bros., Cambridge, Mass. (soap), 10 *sa* weekly, thru Young & Rubicam, N. Y.
P. Duff & Sons, Pittsburgh (Gingerbread Mix), 3 *sa* weekly, thru Earl Bothwell, Pittsburgh.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (Planters Peanuts), 6 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Longines Wittnauer Watch Co., New York (watches), 1 *t* weekly, thru Arthur Rosenberg, N. Y.

WOR, New York

R. B. Davis Co., Hoboken, N. J. (Cocomalt), 5 *sa* weekly, thru Murray Breese Associates, N. Y.
Mason, Au and Magenheimer Confectionery Mfg. Co., Brooklyn (Dots and Black Crows), 6 *sa* weekly, thru Applied Merchandising, N. Y.
Sweets Co. of America, Hoboken, N. J. (Tootsie Rolls), 5 *sa* weekly, thru Biow Co., N. Y.
Hartz Mountain Products, New York (bird food), weekly *sp*, thru George H. Hartman Co., Chicago.

WJZ, New York

Quaker Oats Co., Chicago (Sparkies), 6 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Noxon Inc., New York (polish), 6 *sa* weekly, thru Brown & Spector Co., N. Y.
United Drug Co., Boston (annual one-cent sale), 4 *t* weekly, 1 week, thru Street and Finney, N. Y.
Ringling Bros. & Barnum & Bailey, 5 *sa* weekly, 5 weeks, thru Donahue and Coe, N. Y.

WJJD, Chicago

Prima-Bismarck Brewing Co., Chicago (Prima Beer), *sp*, thru Newby, Peron & Flintcraft, Chicago.
Milk Foundation, Chicago (distributors association), 76 *ta*, thru McCann-Erickson, Chicago.
Quaker Oats Co., Chicago (Sparkies), 108 *sa*, thru Ruthrauff & Ryan, Chicago.

WFIL, Philadelphia

Sweets Co. of America, Hoboken, N. J. (tootsie rolls), 5 *sa* weekly, thru Biow Co., N. Y.
Lever Bros., Cambridge, Mass. (soap), 9 *sa* weekly, thru Young & Rubicam, N. Y.
Roma Wines, Philadelphia (wine), 18 *sa* weekly, thru Samuel Taubman, Philadelphia.

WIND, Gary

Carter Products, New York (Arrid), 3 *sa* weekly, 52 weeks, thru Spot Broadcasting, N. Y.
Chicago Stadium Circus, Chicago, 145 *sa*, thru Schwimmer & Scott, Chicago.

WINS, New York

Margaret Rudkin's Pepperidge Farms, Norwalk, Conn. (Pepperidge Bread), 3 *sp* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WFAA-WBAP, Dallas-Fort Worth

Kellogg Co., Battle Creek (All-Bran), 107 *ta*, thru Kenyon & Eckhardt, N. Y.
National Toilet Co., Paris, Tenn. (Nadinola), 60 *ta*, thru Roche, Williams & Cunnyngham, Chicago.
Lehn & Fink Products Co., New York (Pebecco Tooth Powder), 65 *sa*, thru Lennen & Mitchell Inc., N. Y.
Macfadden Publications, New York (*True Story*), 6 *sa*, thru Arthur Kudner Inc., N. Y.
Quaker Oats Co., Chicago, 30 *ta*, thru Sherman & Marquette Inc., Chicago.
Eaton Paper Corp., Pittsfield, Mass., 26 *sa*, thru Grey Adv. Agency, N. Y.
Peter Paul Inc., Nagautuck (Walnettoes), 54 *sa*, thru Platt-Forbes Inc., N. Y.
Washington State Apple Commission, Wenatchee, 9 *sa*, thru J. Walter Thompson Co., San Francisco.
Swift & Co., Chicago (Jewel Shortening), 276 *ta*, thru J. Walter Thompson Co., Chicago.

WTRY, Troy, N. Y.

Shell Oil Co., New York, 130 *ta*, direct.
Brewing Corp. of America, Cleveland, 3 *sp* weekly, 26 weeks, thru Lang, Fisher & Kirk Inc., Cleveland.
Lever Bros., Cambridge (Swan Soap), 15 *ta* weekly, 10 weeks, thru Young & Rucicam, N. Y.

CFCH, North Bay, Ont.

Canadian Oil Co., Montreal, 26 *sa*, thru McConnell Eastman Co., Montreal.
E. & S. Currie Ltd., Toronto (men's wear), 13 *ta*, thru Tandy Adv. Agency, Toronto.
Swift Canadian Co., Toronto (meats), 34 *sa*, thru J. Walter Thompson Co., Toronto.

KECA, Los Angeles

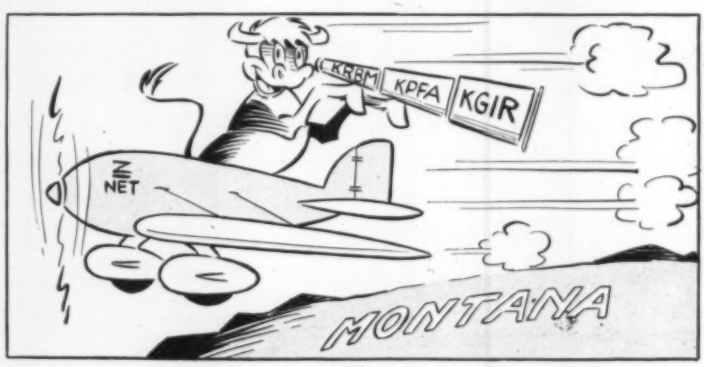
American Cigarette & Cigar Co., N. Y. (Pall Mall cigarettes), 12 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
F. W. Woolworth & Co., N. Y. (chain), 13 *sa* weekly, thru Lynn Baker Co., N. Y.

KLZ, Denver

Kellogg & Co., Battle Creek (All Bran), *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Northwestern Yeast Co., Chicago (Maca), 2 *sp* weekly, 4 weeks, thru Hays MacFarland & Co., Chicago.

Douglas News

DOUGLAS OIL & REFINING Co., Los Angeles, with establishment of new distributors has started a five-weekly quarter-hour news commentary *What the News Means to You*, on KOY, Proenix, with six-weekly transcribed announcements on KPAS, Pasadena, Cal. Firm in addition uses four and six spots weekly on KECA, Los Angeles, and KHJ, Hollywood, respectively. Agency is H. W. Kastor & Sons, Chicago.



You can cover more with TRIPLE power, look into the Z net.

Adv.

CANADA RED CROSS BUYING RADIO TIME

CANADIAN Red Cross is using radio as a paid advertising medium for the first time in a campaign from May 5 to 23, using two daily transcribed dramatized announcements six days weekly on 84 Canadian stations. In addition the commercial English and French networks of the Canadian Broadcasting Corp. and such other stations as lines can be arranged for will carry free four half-hour variety shows produced by the CBC while NBC and CBS will each contribute a half-hour network show featuring top flight stars and produced in New York.

The campaign is being handled by the Canadian Red Cross radio committee of which Harry Sedgwick, CFRB, Toronto, is chairman with George Taggart, Toronto CBS assistant general program supervisor as chairman of the production committee, and Don Bassett, radio director of A. McKim Ltd., Toronto, and Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, as members of the production committee.

Commercial placements for the Canadian Red Cross are handled by four advertising agencies—Cockfield Brown & Co., J. J. Gibbons Ltd., Russell T. Kelley Ltd. and A. McKim Ltd.

Script Conflict Brings Shirley Temple Changes

DUE TO CONFLICT over script changes, Sally Benson and her collaborating writer, Doris Gilbert, have withdrawn from the weekly half-hour CBS *Junior Miss*, featuring Shirley Temple, and sponsored by Procter & Gamble Co. (Ivory Snow). Harry Kronman, who was Louella Parsons' radio writer on various network shows, was called in to handle scripts for the broadcasts. Miss Benson wrote the original *New Yorker* magazine stories from which the radio series is being adapted.

The writers charged that script changes resulted in mishandling of characters. Besides Benton & Bowles, agency servicing the account, sharing authority on the show are Procter & Gamble Co., Ed Wolfe, radio agent who packaged the series, and Mrs. George Temple, mother of Shirley.

'Johnson Family' Shift

JIMMY SCRIBNER, impersonator of 22 characters on *The Johnson Family*, heard on MBS from WKRC, Cincinnati, on April 20 moves from the 4:15 p.m. period to 7:15 p.m., occupying the spot held by *Here's Morgan*, participation program. Scribner's five-times weekly program is locally sponsored, and is available to the remainder of the network with commercial credits deleted. Sponsors and stations carrying the program commercially are: Dr. Mallas, on WIP, Philadelphia; Southwest Tablet Co., on WRR, Dallas, KFJZ, Fort Worth; and KNOW, Austin; De Coursey Cream Co., Wichita, Kansas, KFBI, Wichita; Roanoke Mills, Roanoke, Va., WSLS, Roanoke, and Robert Orr & Co., Nashville, Tenn., WSIX, Nashville.

Radio Advertisers

BENSON & HEDGES, New York (Virginia Rounds cigarettes), on April 13 started a five-weekly quarter-hour news period on WOR, New York, with Paul Schubert as news analyst. Monday through Friday, 10:30-10:45 p.m. Agency is Duane Jones, New York. Benson & Hedges also sponsors a five-weekly quarter-hour news program on WEAF, New York.

BELGIAN Information Bureau, New York, is sponsoring a 13-week campaign of thrice-weekly news periods, 7:25-7:30 p.m. on WQXR, New York. Agency is Gotham Adv. Co., New York. The bureau sponsors weekly quarter-hour programs on the seven FM stations of the American Network [BROADCASTING, April 13].

LAND O' LAKES CREAMERIES, Minneapolis (butter and cheese), on April 20 adds WOR, New York, to *Boake Carter*, making a total of 22 MBS stations carrying the program thrice-weekly for sponsor. Agency is Campbell-Mithun, Minneapolis.

SKRUDLAND PHOTO SERVICE, Chicago, has started sponsorship of the 12:05-12:30 midnight period six times weekly on WLW, Cincinnati, in addition to present schedfile of newscasts and announcements on over 20 stations. Agency is United Adv. Cos., Chicago.

HECKER PRODUCTS, New York, has changed *Capt. Tim Healy's Adventure Club*, children's program on WHN, New York, advertising Force cereal to *The Story Behind the News*, six-times weekly news period for adults, with Capt. Healy continuing on the program. Agency is Maxon Inc., N. Y.

PHOTO DEVELOPING Inc., Los Angeles, new to radio, in a 13-week test campaign which started April 6 is using six weekly participations in *Andy & Virginia* on KMPC, Beverly Hills, Cal. If successful, schedule will be expanded to include other Southern California stations. Agency is The Mayers Co., Los Angeles.

CANADIAN WATER PAINTS Co., Montreal, has started spot announcements on a number of Canadian stations, placed by J. J. Gibbons Ltd., Montreal.

DEISEL-WEMMER-GILBERT, Detroit, for R. G. Dun cigars, will sponsor for 13 weeks on WJBK, Detroit, the *WJBK Polish Quiz*, foreign language program, Sundays, 6-6:30 p.m. Agency is Brace Beemer, Detroit.

AUSTRALIA BEATS THE NAZI FIFTH-COLUMN! . . . WE IN AMERICA CAN GAIN FROM THEIR EXPERIENCES BY BROADCASTING THE THRILLING, AUSTRALIAN-MADE FEATURE . . .

"THE ENEMY WITHIN"

For information write or wire

KASPER-GORDON, Inc.
140 Boylston St.
Boston, Mass.

FOSTERING FOSTER is this contract, with pen wielded by Rodney Hull, advertising manager of Loose-Wiles Biscuit Co., New York. Company will sponsor Cedric Foster, news commentator, on the Yankee Network, Mondays thru Fridays, 1:45-2 p.m., starting April 27. Seated beside Mr. Hull is Linus Travers, vice-president of the Yankee Network. Mr. Foster is at left with W. J. Hullstrung, Loose-Wiles publicity director.

KNOX Co., Hollywood (proprietary), in a dealer tiein campaign, will sponsor a series of more than 40 one-minute transcribed Spanish speaking announcements on stations in South America. NBC Hollywood Radio-Recording Division cut the series. Placement is through Barton A. Stebbins Adv., Los Angeles.

GERRITT Co., Los Angeles (Color Tone vitamin), in a 30-day San Diego area test campaign ending April 24, is using 19 spot announcements per week on KGB and 12 weekly on KFSD. T. Tyler Smith Adv. & Merchandising, Hollywood, has the account.

TRYCO Co., Hollywood (athletic foot ointment), is currently using 14 spot announcements per week on KROY, Sacramento, with six weekly on KHJ, Hollywood. T. Tyler Smith Adv. & Merchandising, Hollywood, has the account.

SUNNY SALLY Vegetable Growers, Vernon, Cal. (packaged fresh spinach, salad), currently is using five participations weekly in the *Andy & Virginia* program on KMPC, Beverly Hills. Other Southern California stations will be added. T. Tyler Smith Adv. & Merchandising, Los Angeles, services the account.

LOMA LINDA FOOD Co., Arlington, Cal. (breakfast foods), continuing a California campaign launched several months ago, is using on a scattered schedule transcribed announcements on KQW KGO KFRC, with participation in *Homemaker's Club* on KHJ. A heavy summer schedule is planned. Gerth-Knollin Adv. Agency, Los Angeles, has the account.

LOS ANGELES SOAP Co., Los Angeles, Cal., has started for 52 weeks, six 10-minute newscasts weekly on KQW, San Jose, Cal. Agency is Raymond R. Morgan Co., Hollywood, Cal.

PETERSON TRACTOR & EQUIPMENT Co., Hayward, Cal. (farm equipment), has renewed for 52 weeks its five-minute newscasts five times weekly on KQW, San Jose, Cal.

REARDON PAINTS Co., Montreal, has started transcribed spot announcements three times weekly on CKAC, Montreal; CFCF, Montreal; CHSJ, St. John, N. B.; CKCW, Moncton, N. B.; CFCY, Charlottetown, P. E. I.; CHNS, Halifax, N. S.; CFRB, Toronto; CKY, Winnipeg. Account was placed direct.

JERGENS AT NIGHT
Value of Midnight Hours to Be Tested on WJZ

TO EXPLORE the commercial possibilities of the midnight-1 a.m. period, WJZ, New York will rebroadcast from 12:45-1 a.m. recordings of *Jergen's Journal*, Walter Winchell's program now heard on 106 BLUE stations, Sunday, 9 p.m., sponsored by the Andrew Jergens Co., Cincinnati.

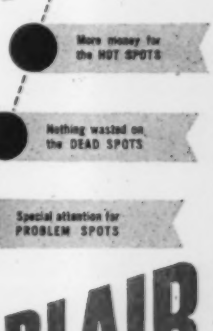
Scheduled for a 13-week period only, the repeat broadcasts are an experiment on the part of WJZ to determine the listening audience at that time for programs other than recorded announcements by presenting a program with proven audience appeal. It is expected that test offers for the rebroadcast will be made after a few weeks. Lennen & Mitchell, New York, is agency.

Now on WJZ 1-7 a.m. is *Say It With Music*, an all-music program with spot announcements available to advertisers who wish to tap the new market of night listeners created by the war effort.

Adam Hat on Blue

ADAM HAT STORES, New York, on May 1 will sponsor the broadcast of the Petey Scalzo-Toby Vigil lightweight bout from Hollywood, Cal., on 13 BLUE Pacific Coast stations and on May 11 the Gus Dorazio-Harry Bobo lightweight bout from Philadelphia on 135 BLUE stations, with blow-by-blow descriptions by Sam Taub and commercials and color by Bill Stern. Agency is Glicksman Adv. Co., New York.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume



JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

WSPA
DELIVERS
SOUTH CAROLINA'S
TOP MARKET

1st in

Total Retail Sales
•
Per Capita Retail Sales
•
Industrial Employees
•
Industrial Payrolls
•
Textile Manufacturing
•
Peach Farming

Home of Camp Croft

1 WSPA
950 KC
5,000 W DAY 1,000 W NIGHT
COLUMBIA AFFILIATE
SPARTANBURG
SOUTH CAROLINA
WALTER BROWN V.P. & G.M.
REP BY GEO. P. HOLLINGBERY CO.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices
MONTREAL • WINNIPEG
TORONTO

ON THE SPOTS

CJOR's national spot announcement business is more than all other stations in this area — another proof of CJOR leadership.

CJOR
Vancouver – B. C.
Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas in TOPEKA

It Happened
TEN YEARS AGO THIS MONTH

From the 1932 files of BROADCASTING

DRASTIC upward revisions of the license fees assessed against broadcasting stations for use of copyrighted music, by which fees demanded would be increased more than 300% to an annual figure of about $3,500,000, based on current broadcast income, proposed by ASCAP in its long-awaited "yardstick", have been announced by E. Claude Mills, general manager, to become effective June 1, 1933.

•

DISMISSAL of the first case ever instituted raising the question of Interstate Commerce Commission jurisdiction over the broadcast rate structure, on the ground that broadcasting stations are not common carriers for hire within the meaning of the law and that the ICC is without power or authority to regulate or control their rates, charges, rules, regulations and practices, was recommended to that agency April 6 by Examiner W. M. Cheseldine.

•

ACCLAIMED as a "new tool in advertising", electrical transcriptions by the noiseless recording or "hill-and-dale" method excited the keen interest of a large audience of advertising men, publishers, business executives and printers attending a unique demonstration before the New York Advertising Club April 6 by World Broadcasting System.

•

CBS announces that on May 15 WHAS, Louisville, will leave NBC to take a full schedule of CBS programs, and that a new station under construction at Winsor, Ont., across the river from Detroit, will be added to the network to replace WXYZ.

•

CALL LETTERS of WHAP, New York, have been changed to WFAB by authority of the Department of Commerce. The station's time was recently leased in toto by its licensee, the Defenders of Truth Society, to the Fifth Avenue Broadcasting Corp., headed by Paul F. Harron and Clarence Taubel, who also operate WPEN and WRAX, Philadelphia.

•

ONE OF RADIO'S most bitter newspaper critics, the *Elmira* (N. Y.) *Sun-Gazette*, shortly will enter the broadcasting field, if the Federal Radio Commission authorizes the present owners of WGBF, Glens Falls, N. Y., to transfer their 50-watt station to John T. Calkins, general manager of the newspaper, one of the Gannett group. Another newspaper which may enter radio shortly is the *Cleveland Plain Dealer*, which is reported negotiating for control of WHK, Cleveland, now owned by the Howlett Bros.

•

WJSV, Mt. Vernon Hills, Va., a 10,000-watt station operating on 1460 kc., will shortly be taken over by CBS under a five-year leasehold arrangement with option to renew and will serve as a full CBS outlet for Washington. The station is licensed to the Independent Publishing Co., publishers of the *Fellowship Forum*.

•

THE TERM "electrically reproduced" may not be used in introducing an electrical transcription program under the modified rules and regulations which become effective Feb. 1 and which relaxed the restrictions governing such programs, the Federal Radio Commission has informed Scott Howe Bowen Inc.

•

JACK STEWART, sales director of WFBR, Baltimore, has been elected a governor of the Baltimore Advertising Club, succeeding R. V. O. Swartout, who recently left the management staff of that station.

OLIVER MORTON, former manager of WBZ-WBZA, Boston-Springfield, has been named manager of KDKA, Pittsburgh, and F. E. Spencer has been promoted to sales manager. It is expected that Lloyd C. Thomas, general commercial manager of KDKA, will shortly join the New York staff of NBC.

•

FRED SHAWN, formerly a drama student at Pomona College in California, and recently with the cast of the Ziegfeld Follies, has joined the announcing staff of WLW, Cincinnati.

•

IVAN STREED, formerly with KFH, Wichita, has joined WMBD, Peoria, as program drector, succeeding Steve Cisler, who has returned to WGAR, Cleveland.

•

ROY C. WITMER, NBC vice-president in charge of sales, has notified agencies and sponsors that, effective May 1, the rates of WEAF and WJZ, New York keys, will be increased 20% to $900 per hour, $562.50 per half-hour and $351.57 per quarter-hour.

•

SALE of WLAP, Louisville, to local interests, was announced April 29 by Ralph Atlass, former owner, who also owns WJKS, Gary, Ind.

•

WILLIAM S. HEDGES, manager of WMAQ, Chicago, and past president of the NAB, has been unanimously elected president of the Chicago Broadcasters Assn., with Homer Hogan, manager of KYW, reelected vice-president and W. E. Hutchinson, WAAF, elected secretary-treasurer.

•

BLAIR WALLISER, author of the *Harold Teen* sketches and for the last two years on the staff of WGN, Chicago, has been named production manager of that station.

•

JOSEPH R. SPADEA has been placed in charge of the Detroit office of Scott Howe Bowen Inc., with Arthur F. Chapin named manager of the Boston Office.

•

MYRON P. KIRK, formerly with NBC's commercial staff in Cleveland, has joined the H. Jack Lang agency of Cleveland as manager of radio advertising.

Hillman's Bone

BILL HILLMAN, BLUE Washington commentator, went through a news analyst's nightmare recently. Having dinner with his colleague Ernest Lindley after their nightly show for the BLUE, Hillman ordered Chesapeake Bay rock fish. Half through the meal, he gulped—a bone had stuck in his throat. Lindley's first aid didn't work and so, armed with glass of gingerale and a roll, Hillman headed for George Washington University Hospital. Passers by stared as Hillman rushed down the street, halting every few steps to sip gingerale and nibble at roll to keep from choking. An X-Ray failed to reveal the bone, so with fingers crossed he returned to NBC studios just in time for his second broadcast to Michigan network.

WartimeCommunica… Aided by Pre-War Pl… Fly Tells ACA Mee…

CLAIMING that "our comm… tions system is truly the … center of a nation whose … economy is devoted to war," … DCB Chairman James Law… Fly, in an address April 13 b… the national convention of … American Communications A… (CIO) in Atlanta, said that … war planning of the DCB … enable all communications to … uninterruptedly to all stra… centers during the war.

Alternative circuits, if … should be destroyed, and re… ing of messages when partic… routes become unavailable … been subjects of intensive st… by DCB committees, Mr. Fly s…

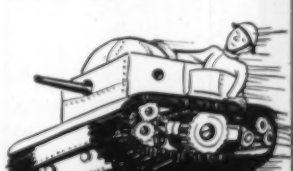
Commenting on expansion of … sential communications facili… Mr. Fly said that while no fa… ties essential to the war ef… will be hampered "not an ounce … aluminum or copper shall be wa… elsewhere". He also explained t… while responsibility for priori… and allocation of material re… with the War Production Boa… the FCC and DCB act as exp… advisory bodies on communicati… matters.

Commending labor for its co… eration in the war effort, Mr. F… said, "So far as I have been a… to determine, not a single man-h… man-hour, or man-minute has be… lost through any strike called … the communications industry."

Further amplifying his remar… on the needs for adequate co… munications facilities in warti… Mr. Fly said, "Unlike most sect… of our American economy, civil… communication needs necessari… expand along with added milit… needs. The nation's mines, mi… and smelters, factories, shipyar… and railroads must have adequa… communications if our Army a… Navy are to get what it takes … lick Hitler and the mad war lo… of Japan."

FM Grant Held Up

APPLICATION of the Evening Star Broadcasting Co. for a new commercial FM station in Washington has been placed in the pending file by the FCC under its Order 79 covering newspaper grants. Applicant is publisher of the *Washington Star* and licensee of WMAL, Washington.



"Listening to WFDF Flint Mu… sure improves my morale."

SOLDERING IRON in hand, Patricia Lynch, new to radio and one of four women being trained at WBBM, Chicago, as studio control engineers, tinkers on a remote amplifier in the engineering maintenance shop of WBBM, getting a "behind-the-scenes" feel of radio.

NAVY WILL TRAIN 40,000 IN RADIO

UNDER a program announced April 12, the Navy plans to train 40,000 men annually in radio work and visual signalling at privately-operated schools. Contracts have been signed with 20 schools thus far and one more is pending. All of them are starting classes by June 1, 1942, and 13 have already begun to turn out trained men.

The schools are divided into three types: Elementary electricity and radio material, visually signalling, and radio operators' schools. Of the three programs, that in elementary electricity and radio material is most advanced. Seven schools in this category have started classes already with total monthly quotas of 713 men or an annual training of 8,556 men. The course requires 12 weeks and graduates in this category then go to secondary schools operated by the Navy, for a five months' course.

Balaban & Katz, Chicago, started classes Jan. 12. On March 2 three more schools, Grove City College, Grove City, Pa.; U of Houston, Houston, and Oklahoma Agricultural & Mechanical College, opened courses. Others already in or about to be added are Utah State Agricultural College; Texas Agricultural & Mechanical College; Bliss Electrical School; Texas A & M; U of Chicago; U of Illinois; Butler U; Mass. Radio & Telegraph School; RCA Institute; Keystone Schools; Alabama Polytechnic Institute; U of Wisconsin; Northwestern U; Miami U; U of Colorado; U of Idaho.

AFRA Negotiations

AMERICAN Federation of Radio Artists has negotiated a renewal contract with WEVD, New York, and is currently discussing renewal terms with WNEW, that city. Several other contracts in New York expire this spring. Negotiations for renewal contracts with WEEI, Boston, and WJSV, Washington, are also in the works at present, according to AFRA headquarters in New York.

in the CONTROL ROOM

EDWIN REED, Ralph Moody, and Howard McGee have joined the engineering staff of WREN, Lawrence, Kan. George Egli, formerly an engineer with the station, has joined the Navy. Harry Fincher, formerly a transmitter engineer, has joined the Army as a radio instructor.

BOB DUFFIELD, formerly chief engineer at WOWO-WGL, Ft. Wayne, has received an Army commission and will be stationed in Washington. Al Smith, formerly of the technical staff, succeeds Duffield as chief engineer.

ANTONIO VACCARO, engineer of WHEB, Portsmouth, N. H., on April 12 married Eleanor Irrera, of Hyde Park, Mass.

HENRY SHIELS, control engineer of WDAY, Fargo, N. D., has joined the Army Signal Corps.

GODFRED C. GEBHARDT, formerly with Michigan radio technical activities, has been appointed production supervisor of Universal Microphone Co., Inglewood, Cal.

SCOTT REID, chief engineer of CKNX, Wingham, Ont., has been called to duty with the R.C.A.F. Joe McGill, former transmitter chief, moved up to fill the vacancy and Charles Proctor becomes transmitter chief.

PERRY WILSON, chief engineer of WMAN, Mansfield, O., has become a member of the local civilian air patrol. Homer Haines, engineer, has resigned to join the Government inspection service. Wendy German, control panel operator, has joined a Cleveland defense industry.

RAYMOND GLEMSER, formerly of WDAS, Philadelphia, has joined the engineering staff of WIBG, Philadelphia.

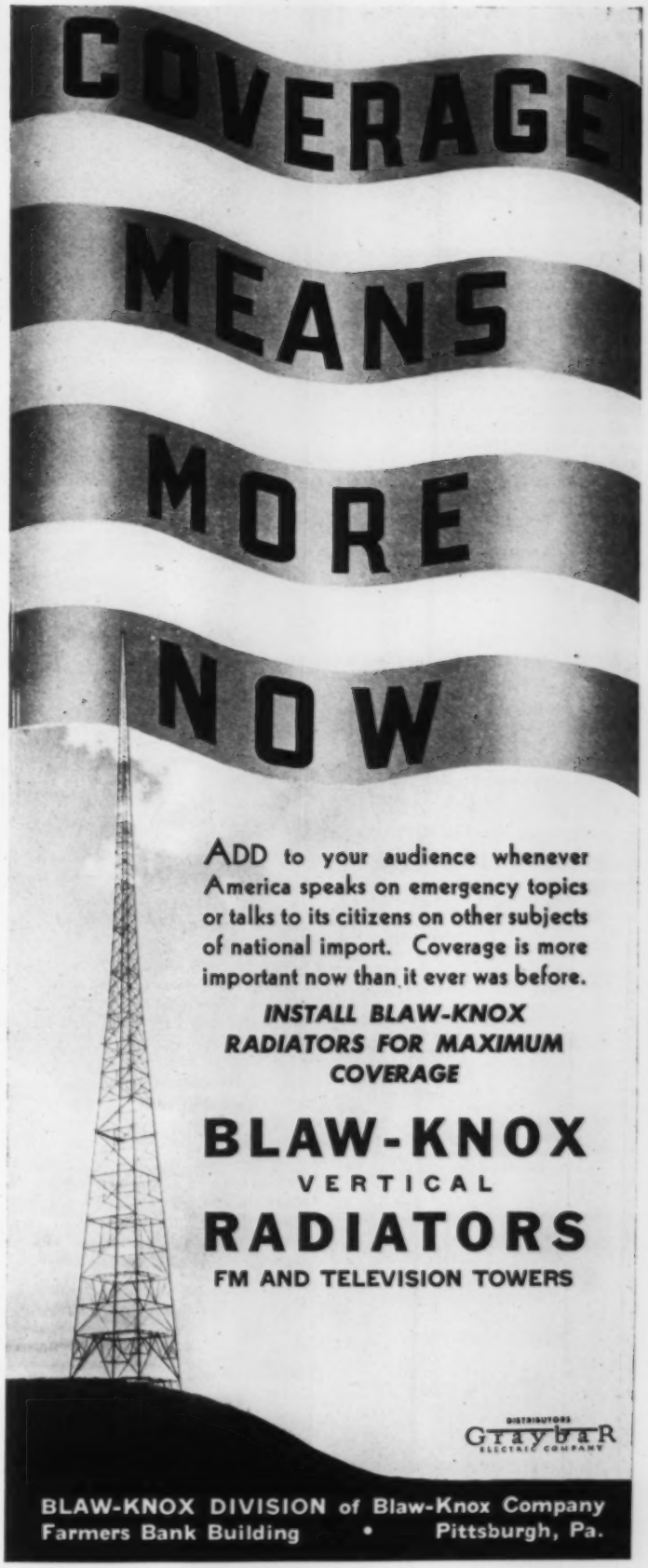
EDWIN ROMAN, engineer, has left WBLK, Clarksburg, W. Va., to enter military service and has been replaced by Merrill C. Raikes.

Charles L. Weis

CHARLES L. WEIS Jr., 41, television engineer of Bell Telephone Labs., New York, died April 12 after a long illness at his home in Mt. Vernon, N. Y. Engaged in confidential projects for the Government for the past year, Mr. Weis has also been connected with the development of high-frequency multiple telephone systems, the coaxial telephone and television cable between New York and Philadelphia, and with wire television transmitters. He leaves a widow and two children.

Chicago U Course

TO MEET wartime needs, the U of Chicago has inaugurated a course in Communications and Public Opinion. Course is to qualify men and women for professional service with Federal and other agencies concerned with problems of national morale, analysis of enemy propaganda, the sampling of public opinions, and the social effects of promotional activities. The program of instruction is divided into five groups of courses: Present Structure and Functions of the Media of Communication; Nature and Process of Communication; Sources of Contest and Opinion; Organization and Control of Opinion; Measurement of Content and Opinion.


COVERAGE
MEANS
MORE
NOW
ADD to your audience whenever America speaks on emergency topics or talks to its citizens on other subjects of national import. Coverage is more important now than it ever was before.
INSTALL BLAW-KNOX RADIATORS FOR MAXIMUM COVERAGE
BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS
DISTRIBUTORS
GRAYBAR ELECTRIC COMPANY
BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Building • Pittsburgh, Pa.

Eight - Day Celebration Is Planned by NBC for San Francisco Building

EIGHT DAYS of celebration are planned to mark the official opening of NBC's new San Francisco building which is scheduled for dedication April 26. Special programs featuring network stars and a series of coast-to-coast programs are expected to be included in the ceremonies.

The exterior of the new building is said to be of highly modern construction, with an 80-foot tower rising above the marquee and bands of glass brick trimming laid in the reinforced concrete. The main entrance is featured by a mural panel, 16 feet by 40 symbolizing "the vast extent of radio and its service to all lands and people."

Ten studios are provided with the largest seating 500 persons. The master control room, news room, traffic and radio recording rooms are visible from foyers, it is said, and will enable visitors to witness operations. The master control room has been designed so that one man will have control of all operations and every studio has been set on springs to bar outside sounds and vibrations.

The BLUE will also have quarters in the NBC plant with offices on the third floor.

KSFO's New Quarters

KSFO, San Francisco, on April 11, moved into temporary studios and offices at the Hotel Mark Hopkins, atop Nob Hill, after a four-year occupancy of the CBS studios in the Palace Hotel. The temporary quarters were taken until completion of the station's new studios and offices in the Mark Hopkins. They will house both KSFO and KWID, 100,000-watt shortwave adjunct currently under construction. KWID, according to current plans, will be in operation by the first of May. With KSFO vacating the CBS studios, KQW moves into the Palace as San Francisco affiliate of CBS network, which it became Jan. 1.

OBSERVING the rule that names are news, WCBS, Springfield, Ill., claims more than 1,000,000 local names have been announced or mentioned on *The Community Calendar*, program consisting of announcements of birthdays, birth, and community gatherings. Theoretically each resident of the city has been mentioned 13 times on the program.

WAVE QUIETLY DEDICATES

New Radio Center Opened Without Fanfare

Because Times Are Serious

Exterior view, WAVE Radio Center and main 550-seater built-in studio.

RADIO acquired another showplace last month with the practically silent dedication of Radio Center, Louisville, new home of WAVE.

Because the times "are a bit too serious" for a gala dedication, Capt. George W. Norton Jr., Army Air Force, owner and president, and Nathan Lord, general manager, decided to inaugurate operations from the new studios March 24 without fanfare or even a brochure. Capt. Norton, an attorney and founder of WAVE, reported for active Army duty several weeks ago.

Capt. Norton

Acquisition of the new WAVE headquarters followed recent installation of a new 5,000-watt RCA transmitter for the NBC basic outlet, which operates on 970 kc. Last June WAVE leased the building now called Radio Center—a three-story structure of more than 50,000 square feet. It was formerly a denominational school for the training of girls for church work.

Big Studio Available

Many of the changes in structure followed naturally. The front of the building was lined with stained glass windows—part of the school's chapel. When the walls of the chapel were smoothed out and received acoustic treatment, it was converted into a modern auditorium studio with a seating capacity of 550.

Sitting rooms and classrooms were turned into 1942 model studios and all walls were treated with acoustic blocks and rooms lighted with fluorescent tubes. WAVE has five studios for broadcasting, with four control rooms and a master control. Switching panels, power supplies, control panels, in fact all equipment is RCA.

The building includes a large client audition room decorated with photo-murals of the transmitter site and equipment. There are lounge rooms for the staff and talent, rest rooms, a music library, and complete offices for employes. The entire establishment is air-conditioned.

The new Radio Center complements the 5,000-watt transmitter which WAVE placed in operation about a year ago. The transmitter building and chief engineer's home are located just across the river from Louisville in Indiana. Transmitter grounds are protected and guarded at all times, in accordance with wartime precautions.

CHNS
Halifax, N. S.

Centre of the Maritimes

Ask JOE WEED

Studio Notes

CLASSES in radio script writing, microphone technique for Portland women will be started by KGW-KEX according to Arden X. Pangborn, managing director. Peggy Wilson, director of women's activities for the stations, and Vere Kneeland will be in charge. Instruction will be expanded for radio chairwomen of local women's organizations and others in charge of preparing radio programs.

EXPANDING from stories of the radio industry to the field of the government activities, and other sources of story material, *Behind the Mike*, weekly program on BLUE, has changed its title to *Nothing But the Truth* and retains Capt. Tim Healy, teller of adventure stories, to serve as m.c. and interviewer, bringing listeners tales of espionage, spy rings, comedy and music.

WWVA, Wheeling, recently set a new house record for the Basle theatre, Washington, Pa., when its *Jamboree* troupe played there. S.R.O. signs hung for each of the five shows given by the 35 players. Washington audiences totaled 3,772 persons. In Youngstown, O., the *Jamboree* played to 4,565 customers.

WTAG, Worcester, Mass., has offered its full facilities to stimulate signing of voluntary pledges for war bonds. Initial plans in WTAG's campaign are the use of "Have you signed your bond pledge?" at all station breaks.

KTKC, Vicalia, Cal., cooperating with the city fathers, arranges monthly dances in the Civic Auditorium for the some 5,000 soldiers stationed in Tulare County. The local musicians union provides the music, the city donates the auditorium and KTKC provides free publicity as well as broadcasting a full hour of the dance.

KOB, Albuquerque, N. M., is presenting its regular Saturday morning show, *Breakfast Hour at the Hilton*, broadcast direct from the dining room of the local Hilton Hotel. Conducted by Harry McConnell, program features music, repartee and a quiz participated in by the women who attend the show and the subsequent breakfast.

WOOD-WASH, Grand Rapids, Mich., recently demonstrated dunking techniques before a studio audience as part of a special broadcast for the distributors of Dunkers Club coffee.

WTMJ and W55M, Milwaukee, are donating over 2,000 records from the station's library to the Milwaukee County USO to supply visiting servicemen with musical entertainment.

WJAS and KQV, Pittsburgh, on April 12 carried a half-hour musical program on behalf of the Pledge for Victory campaign, which was also fed to WHJB, Greensburg. Short talks were given by industry leaders and the combined bands of WJAS and KQV saluted the various branches of the service.

WFVA, Fredericksburg, Va., releases new records of Victor, Bluebird, Columbia and Decca on *The J & J Record Shop of The Air*. Serial numbers and titles of records are announced.

KMBC, Kansas City, is originating *Down Brush Creek Way* for CBS at 10:15 a.m. (CWT), Mondays through Fridays. KMBC also originates CBS *Brush Creek Follies* on Saturdays at 1:30 p.m. (CWT) with the same cast on both shows.

FRIENDSHIP, patriotism and religion provide the essence of a twice-weekly program aired over WCCO, Minneapolis. Called *Let's Be Friends*, the program is conducted and written by Ed Randall, Methodist pastor. Commentary is interspersed with an occasional poem backed by organ music or a song by baritone Clem Bor...

LILLIPUTIAN special events auxiliary used by WEEI, Boston, when the staff travelled to Newton recently for a remote pickup at the Town Hall. The Crosley midget car shown carried one portable recorder, one portable recorder amplifier, two mikes, two engineers and one transcription technician. Unloading are Engineer Eddie Philbrick in the car, and Technician Stanley Mann.

PROGRAMS A'PLENTY

Texas Army Camp Broadcasts —20 Each Week—

PROLIFIC is the word for radio production weekly originating from the 45th Infantry Division broadcasting service at Camp Barkeley, Texas, where 20 regularly scheduled programs are broadcast. Operating from their own studio they produce a weekly half-hour variety program over the Texas State Network, a weekly 15-minute newscast over KVOO, Tulsa, and nightly programs over KRBC, Abilene, among others.

All broadcast material there is designed for entertainment, lacking any "message", in the case of Texas shows and information of Oklahoma men in the case of the Tulsa newscast. Transcriptions are made on the division's own RCA equipment for use on station not reached by direct wire now by the mailed newscasts.

Pvt. Don Robinson, former Oklahoma City *Times* reporter heads the section assisted by Pvt. Bill King, former announcer on WTOC, Savannah.

ERIC ESTORICK of the FCC's Foreign Broadcast Monitoring Service is in Canada on his annual leave aiding the CBC in a survey of that country's wartime radio service.

MORE COVERAGE per DOLLAR in the RICH TRI-CITY MARKET

WTRY

1000W TROY, N. Y. 980KC

Basic N B C Blue

An H. C. Wilder Station
Represented by Raymer

Advantages of Volume Discount Method Claimed Following Local's Experiment

EDITOR BROADCASTING:

This article, while it is a follow-up of the Pellegrin-Hymes letters in the March 30 BROADCASTING, will not be a continuation of the pro and con of volume discounts. The writer has tried out a time-selling system based on dollar volume discounts for the past year, and it has worked satisfactorily during this trial period.

I believe that the straight frequency discount rate card will eventually be discarded, since it violates one of the fundamental principals upon which our economic system is based, *i.e.*, mass production and volume purchasing power. Practically our whole system of modern merchandising is based on volume purchasing; why should buying radio time be any different from buying merchandise for a store?

Economic Error in Discount

We all know that the nature of our particular business makes it difficult to put this theory into complete practice, since a straight dollar-volume system of selling time usually upsets the relationship between the units of broadcasting time that we sell. On the other hand, with the frequency discount system, we find a condition where it is possible to buy 260 announcements and get, say a 20% discount. The same amount of money would buy only a few half-hour programs, and the earned discount would be much less. This is an economic error. It is comparable to a newspaper advertiser having to pay three times as much for a quarter page ad as they would for ⅛ page.

In order to get our rates on a dollar discount basis without upsetting the relationship between broadcasting time units, we must have a *basic time unit*, and all other amounts of time which we sell must have a simple mathematical relationship to this basic quantity of time. In other words, we have got to develop something comparable to a "line" of advertising space.

In order to follow out this theory, and to test the practicability of my idea, a "time-unit" rate card was set up and put into operation with a local account. To see how it works, take your rate card and determine approximately what the arithmetical relationship is between your various units of times listed under your 1-time rate. That is, how much greater the cost of 5 minutes is over the cost of 1 minute, etc.

Typical Rate Card

Shown below is the arithmetical relationships from a typical rate card:

	1-time rate	Arithmetical Relationship
1 Hour	$62.50	25
½ Hour	$37.50	15
¼ Hour	$25.00	10
5 minutes	$12.50	5
1 minute	$5.00	2

We assigned the terminology "time-units" to the arithmetical ratios. In other words, a quarter-hour is 10 "time-units," one minute is 2 "time-units," etc. The relationship between amounts of time we ordinarily sell is thus fixed, and any volume discount applies uniformly to all divisions of time.

'Time-Unit' is $2.50

In the case of the above chart, it is readily seen that the basic "time-unit" rate is $2.50. With this system, a rate card would be simply a listing of the "time-unit" equivalent of the various units of broadcasting time, the rate-per-unit for various classes of time (A, B & C), and the dollar volume discount applicable.

In order to prevent inconvenience caused by receiving an order for a very few announcements or programs, it is necessary that the contract with the advertiser specify a minimum number of announcements or programs that may be ordered. This requirement will vary with stations.

The writer does not propose this discount and selling system as anything more than food for thought on the important and controversial subject of rate structures, but here's how it works from the local department store advertiser angle:

In addition to regular programs and announcements which the advertiser uses, whenever there is a sale of any kind, the amount of radio advertising is increased in somewhat the same manner as the newspaper space is increased.

Say the advertiser is going to have a Dollar-Day sale on which it has been decided to spend $800 in newspapers, and that my station is to be used to the extent of $200 of time above regular programs. If the advertisers space rate is $1 per inch, he knows that he has 800 column inches of white space. Similarly, if the "time-unit" rate is $1.60, he knows that he has 125 "time-units" to use. The amount of time to be given to each department, or items is worked out.

Remember, the word program or announcement has not yet entered the picture!

Experience Shows Advantages

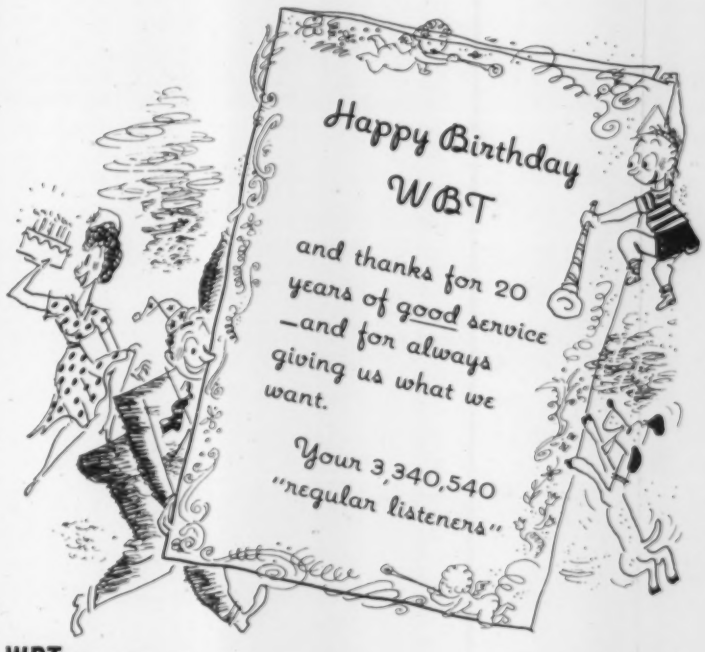
The advertiser next calls the station representative, and together they quickly determine what the announcement availability situation is, and which sustaining programs lend themselves for sponsorship during the sale.

Our experience at WGAC indicates that this system has practical advantages for many local accounts. Only by experimenting with various rate structure ideas will we reach a final solution to the discount controversy.

J. B. FUQUA,
General Manager,
WGAC, Augusta, Ga.

Wins WGN Prize

ROSS HASTINGS, Los Angeles theatre usher and upholstery salesman, won first prize for his opjeretta "Mister Mozart", in the $10,500 Great American Operetta Quest sponsored by WGN, Mutual affiliate in Chicago. Hastings won $5,000 for his work, and Mrs. Ethel M. Rigg, of Wichita, won a first prize of $1,000 in a separate contest for a title for the winning opereta. "Mister Mozart" was broadcast on MBS April 1 from Chicago's Civic Opera House. There were 2,231 other entries from 46 states and Canada.


Happy Birthday
WBT
and thanks for 20 years of good service —and for always giving us what we want.
Your 3,340,540 "regular listeners"

WBT CHARLOTTE • CBS

AGENCY Appointments

FINESSE Co., New York (complexion oil), to Walter W. Wiley Adv., New York. Spot radio has been used by the company in the past and will be included in advertising plans, now being considered.

WILLIAMS PROGRAM of Systematic Conditioning. Los Angeles, to Max W. Becker Agency, Long Beach, Cal.

KREMOLA Inc., Chicago, to M. A. Ring Co., Chicago.

BREWING CORP. of America, Cleveland, to Lang, Fisher & Kirk Inc., Cleveland.

I. LEWIS CIGAR Mfg. Co., Newark, to Lewis Adv. Agency, 17 Academy, Newark.

ELECTRONIC RADIO Television Institute, Omaha, to Allen & Reynolds, Omaha.

Wide Variance in Readership Is Found In Analysis of Radio Program Listings

READERSHIP of radio news and program listings in newspapers varies widely from city to city and from small city to large one, according to a summary of readership studies of 42 daily newspapers made during the past two years by the Advertising Research Foundation under the general title of *Continuing Study of Newspaper Reading*.

Papers covered by the 80-page summary of the Foundation range in size from 18 to 56 pages and in circulation from 8,500 to over 250,000, with a combined circulation of more than 3,400,000 copies. Papers are located in 32 states and provinces of the United States and Canada and while, as the report points out, they are "by no means a complete cross section of the press, [they] do provide as varied a distribution as possible."

Program Readership

In an analysis of reader traffic count by type of content, the report shows that male readership of any radio programs or news ranged from a high of 76% to a low of 5%, with a median figure of 42%. High for women was also 76%, with a low of 9% and a median of 53%. Unlike most types of content, in which reader interest is almost the same for large and small cities, readership of radio news rises greatly in larger cities.

The median figure for any radio programs or news is more than twice as high in large cities (52% for men and 62% for women) as in small cities (21% for men and 30% for women). This variation might be attributed to the fact that radio is apt to receive more space in large city papers, the report suggests.

When the readership figures are broken down by income-occupation groups—A, Business and Professional; B, Salaried; C, Skilled; D, Unskilled—radio programs or news are read as follows:

	Men	*Women*
Class A	35%	43%
Class B	35%	46%
Class C	41%	52%
Class D	43%	51%
All groups	40%	50%

Of all newspaper features, radio program listings ranked 15th in order of men's readership and 10th in order of women's readership.

The Advertising Research Foundation, which conducts the Continuing Study of Newspaper Reading, is maintained jointly by the American Assn. of Advertising Agencies and the Assn. of National Advertisers. It has the financial support and cooperation of the Bureau of Advertising of the American Newspaper Publishers Assn.

CHICAGO RECORDING FACILITIES DOUBLED!

NBC modernizes and expands recording set-up to meet growing Western demands

MOST MODERN recording equipment in the Midwest is this new NBC installation at Chicago. No expense has been spared to provide improved facilities to help you get what you want in recorded programs when you want it — network or local station wire-line recordings; custom-built studio programs; instantaneous recordings for rebroadcast; or reference recordings and air-checks.

Included in these improved facilities are four of the latest Scully high-fidelity, precision lathe-type recording machines as well as the latest type of "dubbing" tables. All are installed in new, enlarged quarters.

A good investment — ? Definitely! We're better equipped than ever to serve you—from a single reference copy for your file to a complete five-a-week custom-built musical or dramatic show, shipped to every station on the list.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
MERCHANDISE MART, CHICAGO
Other NBC Radio-Recording Facilities in NEW YORK · HOLLYWOOD · WASHINGTON

Altes Campaign

TIVOLI BREWING Co., Detroit, for Altes lager beer is using one-minute transcriptions thrice-daily five days a week, on WWJ, Detroit; WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WHLS, Huron. Sponsor is also using a daily noon newscast on WCAR, Pontiac, and participations in foreign language broadcasts on WJBK, Detroit. Agency is McCann-Erickson, Detroit.

TO MEET the growing need for radio and telephone personnel the Army Signal Corps will recruit women on a civilian basis according to a War Department announcement. A recruiting mission is already on a tour of the country anxious to accept applications from men and women alike for positions as engineers and technicians.

Radio Displays Honor In Art Director's Awar

AN ART Directors Club M for excellence in black and w photography was given last w to Fairchild Aerial Surveys an advertisement designed by Director William Golden for C Award was part of the ceremo of the club's 21st annual exhi tion in New York in which se medals and 17 awards of distinc merits were conferred for standing art work in various fi of advertising.

An award of distinctive me was also given Eric Schall for advertisement with black and wh photography by Mr. Golden, for CBS. In the color illustrati field, an award of distinctive me was made to Bernard La M for an advertisement designed Art Director Walter Reinsel Farnsworth Radio & Televisi Corp., through N. W. Ayer & S

Edelbrau Baseball

EDELBRAU BREWERY, Bro lyn, on May 4 starts sportscasts Dan Daniel, Tim Cohane and B Considine six-times weekly, 7:3 p.m. on WNEW, New York, part of a 26-week radio campa in New York [BROADCASTI March 30, 1942]. Daniel and C hane, both sports reporters on t *New York World-Telegram*, w split their assignment to cover t Tuesday, Thursday and Satur period. While Daniel is cover baseball games of the New Y Yankees for his newspaper, C hane, who reports the Brookl Dodger games for the *Telegra* will take over the period. Wh Cohane is covering the Dodge Daniel will broadcast on WNE Bob Considine, sports reporter the *New York Daily Mirror*, w cover the same period Mond Wednesday and Friday for Ed brau Brewery. The sportcasters heard on a sustaining basis m May 4. Agency for Edelbrau Weiss & & Geller, New York.

Brewery Expands Disc

AMERICAN BREWING Co., N Orleans (Regal beer), after a su cessful test on WWL, New Orlea of the thrice-weekly transcri program *The Old Corral*, featur Pappy Cheshire, has expanded additional markets. During t week of April 12, programs w started on WALA, Mobile, a KTBS, Shreveport, while contin ing on WWL. Disco Recording St. Louis, makes the transcripti and agency is Walker Saussy A New Orleans.

Whitehall on MBS

WHITEHALL PHARMACAL C New York, on April 20 is start thrice-weekly Associated Pr news reports for Aspertane on Mutual stations. The series, ho 1:30-1:35 p.m., are presented a taining on MBS the other f weekdays. Agency is Blackl Sample-Hummert, New York.

ADDING to its schedule of ho bouts to be broadcast during the two weeks in May, under sponso of Gillette Safety Razor Co., B MBS will air the Lou Nova-Abe C fight May 21. Proceeds of the go to the Navy Relief Fund. Ag is Maxon Inc., New York.

Broadcast Leaders On Tour of Canada

Dominion Taking Guests on Visit to Defense Spots

AMERICAN Broadcasting executives and commentators will see at first-hand Canada's war effort in a conducted tour which starts in Montreal April 20 and will cover war production plants, air force and army training camps there, at Brockville, Trenton, Toronto, Hamilton, and end with interviews with key government officials at Ottawa April 23.

While a number of tours for daily and weekly American newspaper groups have been held in the past, this marks the first such tour for American broadcasters. The Canadian Corp. will conduct the tour in cooperation with the Canadian government's director of public information.

Invited to participate were James Lawrence Fly, FCC chairman; Neville Miller, NAB president; John Shepard, 3d, BVC chairman; Fred Bate, NBC; O. L. Taylor, BVC executive secretary; Lawrence W. Lowman, CBS; Wm. J. Slocum Jr., CBS; Dan Russell, CBS (American shortwave network); Clay Morgan, NBC; A. A. Schechter, NBC; Easton C. Woolley, NBC; G. W. Johnstone, BLUE; H. R. Baukhage, BLUE; Keith Kiggins, BLUE; Fred Weber, MBS; Lester Gottlieb, MBS; Dave Driscoll, WOR; Douglas Meservy, Office of Facts and Figures.

Extensive Itinerary

In charge of the tour will be G. Herbert Lash, director of public information for Canada, who will meet the American broadcasters in the Windsor Hotel, Montreal. Representing the Canadian Army and the Royal Canadian Air Force will be Joseph Clark, public relations director of both forces. The Department of Munitions & Supply will be represented by Rielle Thomson publicity director. The CBC will have on the tour Ernest Bushnell, program supervisor; E. A. Weir, commercial manager and publicity director; Peter Aylen, executive assistant; Dan McArthur, CBC news service.

The Monday morning, April 20, itinerary in Montreal calls for visits to the Canadian Pacific Railway's Angus shops where tanks are made, the Fairchild Aviation Co., manufacturing bombers, and luncheon at the Royal Air Force Ferry Command, in charge of ferrying bombers to Great Britain. The afternoon visit will be to the shipbuilding yards at Sorel, Que., or in case of rain to munition plants of Canadian Industries Ltd., Vickers Ltd., and Dominion Engineering.

Following a dinner the party will leave in two private railway cars for Brockville, Ont., where Tuesday morning will be spent at the Canadian Army Officers Training School. Luncheon will be served on the train enroute to Trenton, Ont., where the broadcasters will see Canada's largest Royal Canadian Air Force training center, and have dinner as guests of the officers of the RCAF.

Wednesday morning, after an overnight journey, the party will arrive at Toronto to visit the Bren gun and other machine gun plants of the John Inglis Co., and the Government's Research Enterprises Ltd., set up to manufacture all types of optical instruments. Luncheon will be tendered by the director of public information at the Royal York Hotel. In the afternoon the party will go to Hamilton, Ont., to see the Canadian Army Trade School, and munition plant of the Otis-Fenson Elevator Co. The CBC will be hosts at the dinner that evening at the Royal York Hotel.

Arriving in Ottawa Thursday morning the party will be taken to have interviews with various key government officials, and will be tendered an official luncheon at the Chateau Laurier Hotel, which will mark the close of the tour. The party will return by train to Montreal later in the afternoon.

H. R. BAUKHAGE's news commentaries on BLUE will be sponsored by Fisher Flour Mills Co., Seattle, on KJR, Seattle. The Fisher company controls the station.

INSURER SPONSOR is using W45D, Detroit, with Dr. James K. Pollock (left), Michigan U political science prof, commenting on world affairs. Walter Otto, president of the Michigan Mutual Liability Co., signs him for a weekly program over the FM outlet. Robert H. Powell, station salesman, is seated on the right. Looking over Mr. Otto's shoulder is Kenneth Wright, company advertising manager. Mort Neff, whose agency is in the deal, stands at upper right observing the proceedings.

Win WOR Prizes

WINNER of first prize for the most original and helpful suggestions contributed to the Suggestion Committee of WOR, New York, in March was C. N. Van Auken, of the mail department. Van Auken won $15 for his suggestion that when mailing several sheets of paper, a staple rather than a clip be used, thereby saving metal and eliminating the possibility of damage to the postage meter machine. Five dollar prizes were awarded to Margaret Archer, promotion department; Ruby Sheppard, receptionist, and Jerry Lawrence, m.c. and conductor of *Moonlight Saving Time*.

Chaffetz, Beelar, Leave To Join Military Forces

ANNOUNCEMENT that Hammond E. Chaffetz and Donald C. Beelar, attorneys in the Washington office of Kirkland, Fleming, Green, Martin & Ellis, will leave their practices for the duration to receive service commissions was made last week.

Mr. Chaffetz, who will be a lieutenant A-V (S), in the Navy was graduated in 1930 from Harvard U and its Law School. He joined the Department of Justice as special assistant to the Attorney General, resigning in 1938 to take up his present law practice. Lt. Chaffetz will report for a two-month training period at Quonsets, R. I.

Mr. Beelar leaves April 24 to become a major in the Air Force. He is a 1928 graduate of the U of Oregon as well as receiving degrees from George Washington U Law School in 1932 and Georgetown U in 1936. His Washington career includes tenures with the Department of Justice from 1928 to 1932; with the Reconstruction Finance Corporation during 1932 and 1933, joining Kirkland, Fleming, Green, Martin & Ellis in 1933. Maj. Beelar became a partner in the firm last Jan. 1.

Tune-Dex Service

AS A SERVICE to radio production offices, transportation companies and advertising agencies, Tune-Dex, company offering a form of "pocket" music library, has been formed in New York by George Goodwin. Tune-Dex details information on tunes on miniature cards, giving full chorus and lyrics, with such data as copyright dates, special arrangements, whether ASCAP, BMI, etc. Subscriptions are on a yearly basis and call for a minimum of 100 cards monthly giving full reports on the latest tunes.

WBT CHARLOTTE • CBS

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Radio Club in New York Plans for Nominations

TALKS on how the Quartermaster's office in Washington is working with radio to keep the public informed of the well-being of our armed forces were given April 15 to members of the Radio Executives Club of New York by Col. John P. Welch, 2d Corps Area Quartermaster, and Lt. V. L. Cary of the Public Relations Branch, Office of the Quartermaster General, Washington.

At the luncheon meeting, John Hymes, timebuyer of Lord & Thomas, New York, and president of the club, named a nominating committee to elect next year's officers, who will take over the group at its last meeting of the season May 27. Committee includes Arthur Sinsheimer, Peck Adv. Agency; Al Taranto, Ted Bates Inc.; Art Toulson, WHN, New York, and William Wilson, Wm. G. Rambeau. Out-of-town guests were A. S. Grinalds, WSAI, Cincinnati; F. C. Eighmey, KGLO, Mason City, Ia.; Elmer Peterson, CBS Chicago.

A COMPILATION of free time given by Canadian broadcasting stations during the recent Second Victory Loan campaign for $900,000,000, held during part of February and March, has been announced at approximately $125,000 by the Canadian Assn. of Broadcasters. The report was made as a result of compilations sent in by the majority of CAB member stations. Every Canadian station for the campaign received paid time, some in spot announcements, most as part of a four-week thrice-weekly evening network.

House Seeks Light on FCC

(Continued from page 14)

he had improperly represented WALB, Albany, Ga., a matter being investigated by the Dept. of Justice, presumably at the behest of the FCC. Rep. Cox said he would answer this "attempted smear" on the floor of the House.

There is some prospect that the Cox Resolution will be referred to the House Interstate & Foreign Commerce Committee and thereby enlarge the scope of the present hearing. It provides for a five-man select committee, with counsel and investigators. The resolution could be amended to provide that the Interstate Commerce Committee retain this staff and cover the same ground — the stewardship of the FCC and its members.

Judge Sykes Testifies

Judge Sykes, in his testimony, subscribed to most of the FCBA recommendations for revision of the law. He did take exception to the proposal that the chairman of the proposed new Commission be the executive officer with no duties either on the public communication or the private communication division of three members each. Instead, he recommended that the chairmanship be rotated annually so that each of the seven members would serve as chairman of the full Commission, and of each division, irrespective of party affiliation. In that manner, each member could acquire broad experience.

Judge Sykes insisted the FCC had no jurisdiction whatever over newspaper ownership of stations, and he even questioned the constitutionality of any action by Congress to force divorcement. Network ownership of individual stations was branded as dangerous and important by Judge Sykes, and he advocated that Congress itself, rather than the FCC, look into this matter.

Praise for Miller

Deference was extended Mr. Miller by Committee members when he made his appearance. Rep. Hinshaw (R-Cal.), in the course of Mr. Miller's testimony, said he had "known Mr. Miller for 30 years and the Committee could place fullest reliance in the integrity of the gentlemen". Rep. Bulwinkle (D-N. C.) humorously interjected "he would have to be all right because his mother was born in Chapel Hill, North Carolina".

Also volunteered for the record was the reading of a statement by Rep. Halleck (R-Ind.) made in 1938 by President Roosevelt to a closed session of newspaper editors which was later released for publication. The statement was to the effect that in America there was great reluctance to amend Acts of Congress following an emergency. Committee members assured that adequate safeguards would be made in this instance.

Mr. Miller's Discussion

This followed Mr. Miller's discussion on the administrative policies of the FCC which intimated that the FCC's administration went beyond the intent of the Communications Act of 1934.

Mr. Miller, who did not finish reading his testimony on Thursday, was allowed to sum up the main points of the remainder of his testimony which was included in the record. Chairman Lea said that Mr. Miller could return to the stand on May 5, when hearings will be resumed.

Mr. Miller urged three amendments to the Communications Act designed to curb unauthorized assumption of power by the FCC. He suggested that Congress forbid the Commission from interfering with radio programs or business management; that it forbid the FCC from imposing penalties not authorized by law such as forbidding the owner of two stations in a community to dispose of one before he could get authorization for a power increase for the other; provide for declaratory rulings by the FCC which could be appealed to the courts. The latter would permit station owners to appeal FCC orders to the courts before they become effective and prevent summary action prior to judicial review.

Exceeded Power

Mr. Miller endorsed in principle the amendments proposed by the FCBA governing FCC procedure. He attacked FCC discrimination against newspaper ownership of stations and cited this as one reason for the need of an amendment to prevent unauthorized penalties by the FCC.

Sometimes this discrimination has been affected by adverse action upon particular applications, he said, at other times by merely holding applications without action.

In urging the Committee to forbid the FCC to interfere with programs or business management, Mr. Miller alluded to the Supreme Court decision in the Sanders case. Notwithstanding this clear-cut ruling and the fact that no language can be found in the Act which confers any right upon the Commission to concern itself with business phases of station operation, Mr. Miller said, "we find the Commission concerning itself more and more with such matters."

He said this has been done by requiring licensees to file with the Commission voluminous reports showing in the minutest detail practically every phase of their financial operations; by requiring the filing of practically all contracts relating to acquisition and broadcast of programs; by attempting to regulate and control the source and consequently the character of program material, and the contractual or other arrangements made by the licensee for the acquisition of such material.

In his detailed testimony, Mr. Miller said the problem of the broadcasting industry today

Dots & Dashes

WORDLESS spot campaign now being conducted by WDRC, Hartford, Dots and dashes transmit the words, "Marine Corps Needs Operators," keynote of the station's cooperation campaign on behalf of the Marines to aid in recruiting hams. Idea and actual key-punching was work of chief engineer, I. A. Martino.

★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★

AUDIENCE BUILDERS

from BMI

✓ **THE MEM'RY OF THIS DANCE**

by Ben Selvin and Bob Effros

Already recorded by

Glen Gray (Decca) · Horace Heidt (Columbia) · Hal McIntyre (Victor)

Tony Pastor (Bluebird) · Ginny Simms (Okeh)

✓ **A LITTLE BELL RANG**

by Joan Whitney and Alex Kramer

Co-writers of My Sister and I

✓ **SWEET TALK**

by Robert Sour and Una Mae Carlisle

Just released

Already recorded by

Una Mae Carlisle (Bluebird) · Sonny Dunham (Bluebird)

Coming! STARLIGHT SONATA —by Helen Bliss and Henry Manners

Broadcast Music, Inc.

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KSTP

50,000 WATTS

CLEAR CHANNEL

Exclusive NBC Outlet

MINNEAPOLIS • SAINT PAUL

Represented Nationally by Edw. Petry

be summed up in one word—"uncertainty" of right, of remedy and of future. This uncertainty is wholly unrelated to the war, he said, declaring that it goes to the power of the Commission, due to the indefinite grant given it as contained in the phrase "public interest, convenience or necessity."

It is perfectly possible for a broadcaster to lose his license for a single mistake which does not involve willful misconduct, he said, and which might in fact represent "just one small slip of the tongue or of the pencil in the hand of a news script writer." Urging that the punishment should most certainly fit the crime, he said that he did not believe a license should be revoked for a single violation but only for over-all and willful continuous violation and defiance.

Alluding to the newspaper-ownership investigation, Mr. Miller said that today newspapers are threatened with the possible loss of their licenses. "It is possible that insurance companies' right to hold a license may be threatened tomorrow, department stores next week, and so on down the line."

Legal Proposals

Mr. Bingham's direct testimony [see summary published herewith] covered in detail all proposed changes in the statute outlined in the Sanders Bill plus recommendations advanced by himself as former president and as a member of the Executive Committee of FCBA. His recommendations covered proposed changes in the basic organization of the Commission, changes in procedure employed by the Commission and changes in provisions of the Act relating to judicial review of Commission actions. Aside from basic reorganization of the Commission, the procedural and appellate changes were designed to liberalize existing procedure and provide for virtually automatic review of Commission actions.

Devices used by the FCC in blocking appeals were covered, with suggested remedies outlined. He called the changes in the administrative setup as the most important problem in the field and one which, if properly solved, would go far towards eliminating other problems now existent.

As against the present procedure of the full Commission acting on all matters, the Bingham plan proposed two separate autonomous divisions of three members. Each division would name its own chairman. The chairman of the full Commission would be the executive officer and would not sit on either division, except during the enforced absence of a regularly appointed member.

He said the existing procedure has been generally unsatisfactory. There has been a tendency by the Commission to ignore the less interesting problems of public utility regulation and to devote an inordinately large portion of the Commission's time and attention "to the more attractive and publicity-making questions involved in broadcasting or mass communications," he said.

LEARNING FACTS of gas defense from Dr. John P. Dyer, publicity chief at WSAV, Savannah, are pictured members of the staff. Seated (l to r): Ganus Scarborough, Electra Robertson, Alberta Robertson, Frances Bischoff, Meredith Thompson. Standing (l to r): Tom Carr, Dan Harless, John Dyer, instructor, Harben Daniel, general manager of the station, Dick Altman, Byron Strong, Ray Muller.

Too Much to Do

Emphasizing the necessity for detaching the chairman from routine activities, Mr. Bingham said that illustrative of the present situation, Mr. Fly testified before a committee of Congress recently that since the advent of the national emergency he has been required to spend approximately 90% of his time on defense communications problems, concerning which as chairman of the Defense Communications Board he must assume responsibility.

"The plain fact is that under any conceivable set of circumstances, a person cannot adequately perform the executive duties which fall upon the chairman of the Commission and at the same time take part in the hearings and disposition of adjudicated cases," he said.

In urging changes in procedure, Mr. Bingham said that interpretation of the present law by the FCC has resulted in great doubt and confusion concerning the meaning and application of most, if not all, the statutory provisions and "what we believe to be an outright avoidance of the legislative intent in certain important respects."

By the use of such names as "special experimental authorization" and "special service authorization", he said the Commission has attempted to avoid the application of the procedural sections of the Act to persons who apply for or hold such authorizations.

"We also believe that Congress did not intend to confer upon the Commission the power to avoid all statutory restrictions upon the procedure to be employed merely by the simple device of calling a license or an application for a license by a different name," he continued.

The WLW Case

After Mr. Bingham had completed his direct testimony, Committee members plied him with questions about specific situations involving FCC actions. The history of the WLW 500,000 watt "experimental authorization" litigation appeared to intrigue the members as an example of what Mr. Bingham had cited as a license called by another name.

Duke M. Patrick, former general counsel of the Radio Commission and a member of the FCBA Executive Committee, was called upon to explain the circumstances surrounding this case and the actions of the FCC which ultimately resulted in a dismissal of the WLW appeal on the ground that its authorization to use 450,000 watts additional power was not actually a "license".

Mr. Patrick attacked the FCC's special service authorization and special experimental license procedure, in that the licensee must accept an automatic cancellation clause. He said he had not been able to find any statutory right by which these cancellation clauses could be inserted by the FCC.

During ensuing cross-examination, Mr. Bingham explained that under existing law, the courts can only reverse and remand FCC decisions with final action to be taken by the Comimssion. In reply to Rep. Simpson (R-Pa.), he said that the court could only refer to misconstruction of facts or other errors on the part of the FCC but could not command that it issue a license.

When Rep. Sanders inquired whether the FCC had ever "abused its power in any way" under license renewal procedure. Mr. Bingham said that in many instances he personally felt the Commission had gone beyond its powers and had shown a growing tendency to do so.

Again called to answer questions, Mr. Patrick testified that by using the device of short licensing periods the FCC was able to cite renewals for hearings. He referred specifically to withholding of license renewals to stations because

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WIBX
Utica, N. Y.'s *ONLY* Radio Station!
3RD. In Middle Atlantic Test Market
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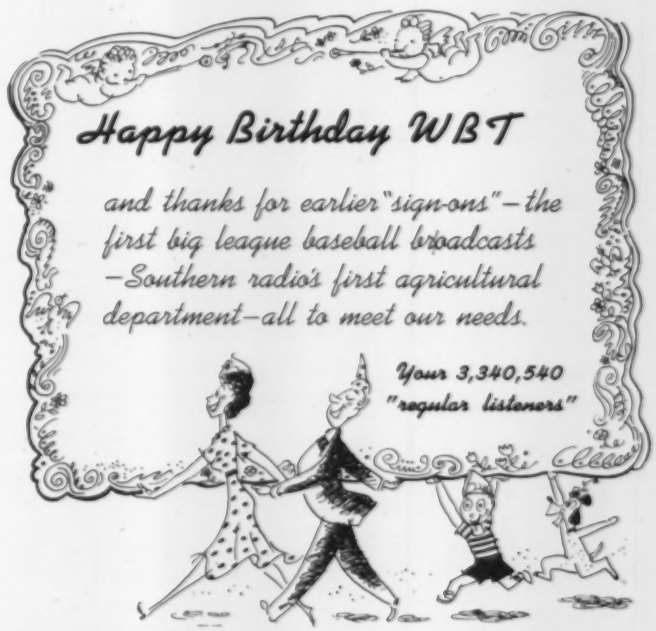
Happy Birthday WBT
and thanks for earlier "sign-ons"—the first big league baseball broadcasts—Southern radio's first agricultural department—all to meet our needs.
Your 3,340,540 "regular listeners"
WBT CHARLOTTE • CBS

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Air Castle of the South
WSM
50,000 WATTS CLEAR CHANNEL
NASHVILLE, TENNESSEE
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Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

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Winston-Salem, North Carolina
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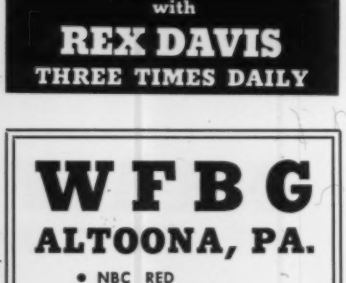
WCKY-UP news

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REX DAVIS
THREE TIMES DAILY

WFBG
ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

of network affiliations and ascribed to the FCC use of its power to coerce stations into breaking away from networks.

Reps. Halleck and Sanders indicated by their questions on newspaper-ownership that there is considerable indignation in Congress over actions of the FCC in withholding licenses in pending files because of newspaper affiliations.

Bad Precedent

Asked by Rep. Sanders as to his views on newspaper-ownership, Mr. Bingham said he thought this would be a most dangerous precedent. "So long as his business does not contravene public policy," Mr. Bingham said, "I see no reason why a newspaper publisher, as such, should not own a radio station."

Congress, rather than the Commission, should determine the newspaper-ownership issue, Mr. Bingham replied to Rep. Sanders. Responding to Rep. Halleck, he said the FCC could enforce any ruling it might make that newspapers not own radio stations through refusing to license or withholding of a license renewal.

Rep. Sanders asked Mr. Bingham to what extent the FCC Bar membership was in agreement with his proposals. Mr. Bingham said the proposals had not been put to a vote but had been published in the Association's journal and discussed at the last annual meeting. He estimated that about 90 to 95% of the members are in agreement.

Rep. Halleck observed that the organization setup proposed by Mr. Bingham, for division of authority on the FCC, would find precedent in administrative practices of other Governmental agencies, such as the National Labor Relations Board and under the Food and Drug Acts.

Chairman Lea questioned the wisdom of having each division under the proposed reorganization elect its own chairman. This, he observed, also would give them power of recall and thus weaken the division's work. Mr. Bingham, however, held there would be no weakening of power since each member on each division would have equal voice.

Asked by Chairman Lea whether he felt the new setup would lessen the number of appeals being taken by communuications litigants, Mr. Bingham replied affirmatively, declaring that since the revised act would more clearly define how far a litigant could go, it therefore would more clearly establish his rights.

Hardship Created

Asked by Rep. Sanders whether he approved of Section 7 of his bill, to clarify whether Congress should delegate power to the FCC to regulate network-affiliates' contracts, newspaper ownership and all of the other controversial issues, Mr. Bingham said he heartily approved this section, declaring these matters "should be clarified since confusion concerning them is causing a great deal of hardship."

In his direct testimony Thursday morning, Judge Sykes said that he heartily concurred in the proposal that the Commission be divided into two divisions. He said that from practical experience, during a dozen years of stewardship on the old Radio Commission and the FCC, he had found it physically impossible for the chairman to sit ex-officio on two divisions. Moreover, he said that such an arrangement on the FCC would mean four members on each division and the danger of tie votes would evolve.

Urging rotation of the chairmanship for one year, both of the full Commission and of each division, he said that would "round out the experience of each commissioner and make him more familiar with the executive duties of each division, as well as of the full commission." He urged that the Commission elect its own chairman and that each division or the Commission elect the chairman for the respective division.

To serve as chairman of the Commission and ex-officio on each division is a "man killing job," Judge Sykes declared, alluding to his own experience. He opposed the designation of a "permanent chairman" such as at present. During the seven-year cycle, he said, each member would have the honor of heading the Commission and each of its divisions. He urged that the chairman of the Commission or of either division should not "immediately succeed himself" under the rotated system.

Asked by Rep. Bulwinkle (D-N. C.) whether there are a "sufficient number of commissioners to perform the duties", Judge Sykes responded affirmatively. Then Rep. Bulwinkle asked whether three members were needed on the common carrier division. Judge Sykes thought so.

Common Carrier Duties

While a large volume of the FCC's work is radio, Judge Sykes said he felt that the common carrier aspects were "just as important, if not more so" than broadcasting, insofar as public service is concerned.

Disagreeing with previous witnesses on special experimental authority, Judge Sykes said he was a member of the Commission at the time the WLW case was in litigation. He declared he did not think Congress should hamper the Commission in any way on experimental authorization. "It should be free to cancel experimental authorizations when it is ready," he said.

Referring to the revocation provisions of the Act, Judge Sykes declared that the section is pretty drastic and that the licensing of a station should not be revoked because of a single violation. As

BEST CUSTOMER on Arthur Godfrey's participating program on WABC, New York, is Pepsi-Cola Co., New York, using three daily announcements six days a week. Delighted about the whole thing are (l to r): Mr. Godfrey; Arthur Hull Hayes, WABC general manager; William Reydel, vice-president of Newell-Emmett, New York, and Pepsi-Cola account executive; William Edwards, WABC salesman.

BATAAN TOUCH
Yanks Get Real Attack With Radio Version

REALISTIC gunfire coincided with simulated gunfire to add a dramatic touch to one listener's reception of a *March of Time* broadcast.

According to a letter received by General Electric from Lt. Col. James E. Macklin on Bataan Peninsula, he was tuned one evening to KGEI, GE's shortwave station in San Francisco, listening to the *March of Time*. The continuity of the program purported to depict an incident in the front lines of Bataan. There was a sound effect of gunfire and a character shouted, "Here they come!" At that very instant an actual flight of Jap dive bombers roared down on Lt. Col. Macklin's position and the salvo of anti-aircraft fire combined to drown out the radio version.

Yankee complacency and coolness is echoed in Lt. Col. Macklin's simple notation — "There was a gang around the set at the time and we were all much amused at the unusual coincidence."

...w written, the statute does not ...rmit any middle ground move, ... said. The station either must ... given a clean bill of health or ... license cancelled.

Punitive Power

In this connection, Judge Sykes ...ged that it should be given au...ority to "suspend" licenses or ...e "inflict some fine" as an in...rmediate step. He said such rec...mendations were made to Con...ress several years ago but nothing ...as done about it.

Rep. Halleck questioned the in...king of penalities, describing the ...suance of a broadcast license as ...mparable to that of a "certificate ... necessity and convenience" ...iven a common carrier. He said ...e thought the only test should be ...at of whether the licensee or ...older of the certificate is "doing ...he job". To inflict a fine or en...anger a station operation simply ...ecause of "just one slip" is not ...ustified, he declared.

Rep. McGranery inquired whether ...suspension of a station for a month ...wouldn't be the same thing as ...evocation from a practical stand...oint". While Judges Sykes said it ...ould be most severe, he felt that ...he station could come back. Asked ...y Rep. McGranery about what ...ould happen to network contracts ...nder such suspensions, Judge ...ykes said he though that the sta...ion probably would be liable for ...amages for breach of contract.

"If the operation of NBC or ...BS should be suspended for 30 ...ays, would that break the entire ...etwork?" inquired Rep. McGran...ery.

"No, I don't think it would break ...he entire network, but it would ...urt it pretty much," Judge Sykes ...bserved.

Testifying extemporaneously, ...udge Sykes said he saw no need ...or special service authorizations ...nd that he did not recall anything ...n the law vesting such authority ...n the FCC. He said that the courts ...ight very well hold that such an ...uthorization is not strictly a li...ense under the statute.

Questioned by Rep. Sanders on ...earing procedure, Judge Sykes declared he thought that the present setup "needs remedying". He said the Commission had made a mistake in abolishing the examining division in 1939. He said he agreed with the conclusions of the Bar Assn. and thought the Commission should reinstate an examining department. Preliminary reports should be submitted, exceptions allowed and oral arguments heard before final decision, he said.

Asked about Paragraph 7 of the Sanders Bill, covering controversial issues which have been under FCC investigation, Judge Sykes said he favored them but felt they did not go far enough, at least in one particular. Referring specifically to the provision regarding proposed licensing of networks, Judge Sykes said he thought careful consideration should be given to whether or not networks should be permitted to own "in whole or in part any more of these broadcasting stations". Describing this as a "serious question," he said Congress should determine whether or not a "monopoly of ownership" of high-powered broadcast stations in the country might not develop. He said he thought remedial provisions should be incorporated in the Act and that the matter should not be left to the FCC, since it involves a policy consideration.

Asked about newspaper ownership, Judge Sykes said this was not a new question and that it had been broached repeatedly during his FRC-FCC tenure from 1927 until 1939.

"It was my position then and it is my position now that under the Communications Act the Commission cannot discriminate between qualified applicants," he said.

Declaring he did not think the Commission has the power to deny a license because of newspaper ownership, he said he thought it was a matter for Congress to consider. Beyond that, he said he did not feel that a law banning newspaper ownership as such would be constitutional, because of previous Supreme Court determinations that there must be "reasonable classifications" separating "the sheep from the goats".

Press Stations Praised

Congress would find it very difficult to make a "reasonable classification" covering newspaper licensees and attempt to say who could or could not hold a license, all other things being equal, he declared.

Answering Rep. McGranery, Judge Sykes said that his experience has been that newspaper operated stations "are some of the best stations in the country." I don't know of a newspaper station that is not a good one in the public interest."

He pointed out that many newspaper stations were pioneers and were in the field before it became profitable.

Network Ownership

Rep. McGranery reverted to network ownership of stations and Judge Sykes suggested that Congress perhaps could limit station ownership by networks to not more than one station in a State, or "something of that sort". He said he doubted whether the networks need to own more than one or two stations—in New York and perhaps in California, as a program originating point. He reiterated that "there is the tendency of ownership of stations by the networks".

At the conclusion of Judge Sykes' testimony, Rep. Lea asked him whether he thought the Commission could provide answers to the controversial policy questions propounded under Paragraph 7 of the Sanders Bill. When Judge Sykes replied he though that the Commission was in a position to supply this information, Rep. Lea indicated the questions would be put when Commission witnesses are called.

NO FREE RIDES ON PATRIOTISM

WJBK Head Denounces Attempts for Free Plugs On Station-Donated Time

PROTEST against alleged "hitch-hiking" tactics of advertisers on free patriotic programs was voiced last week by James F. Hopkins, manager of WJBK, Detroit, in a letter to H. W. Kastor & Son Adv. Co., Chicago. Mr. Hopkins' action was prompted by a transcription provided by that agency and used the previous Saturday by WJBK.

Mr. Hopkins' letter read:

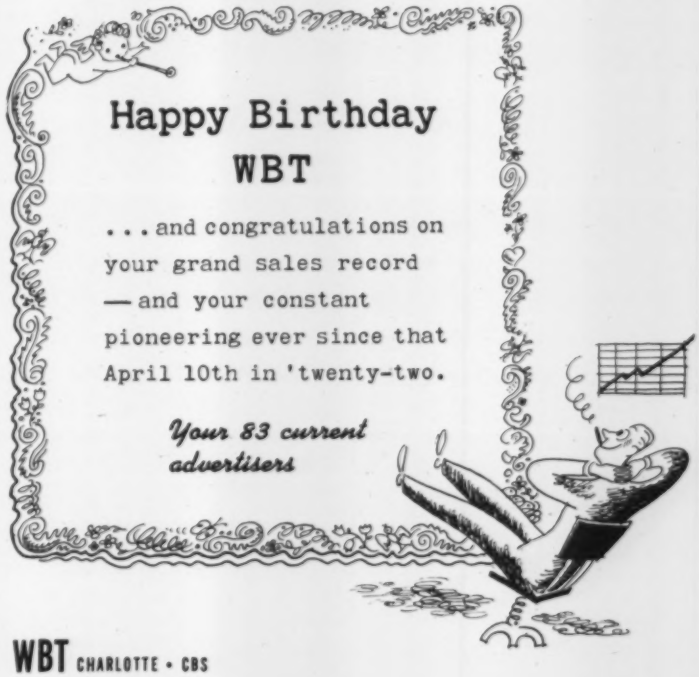
"This letter is a protest against the mention of products by trade names in the *Our Navy* transcriptions which your agency furnished us and which we carried on Saturday, April 11."

"We have contributed $175,000 worth of time, figured at our regular rates, to projects concerned with national defense and we are quite willing to continue this policy. However, the repeated mention of Gruen watches in the transcription on Saturday—frequently with powerful selling adjectives prefixed to the Gruen name—appears to us entirely out of order in a program of this type.

"If the Gruen people care to advertise their product over this station we shall be glad to provide their agency with a rate card, but we do not propose to carry any hitch-hikers on these patriotic programs. There seems to be a tendency right now among opportunist minded business leaders to take advantage of the emergency for their own benefit.

"So far as this station is concerned, you may advise any future prospective donors that we shall expect them to be motivated by the same type of patriotism as dictates our gift of free time. We shall carry no more transcriptions in which trade names occur."

GILLETTE SAFETY RAZOR Co., Boston, who is sponsoring the Kentucky Derby May 2 on CBS, has announced that the race will be broadcast on WHBC and KGMB, Hawaii, and WKAQ, Puerto Rico, as well as 94 CBS stations. Agency is Maxon Inc., New York.


Happy Birthday
WBT
...and congratulations on your grand sales record — and your constant pioneering ever since that April 10th in 'twenty-two.
Your 83 current advertisers
WBT CHARLOTTE • CBS

Poynter 'Loaned' For Movie Series

Denies Resignation Reports; Pierce Gets Coast Office

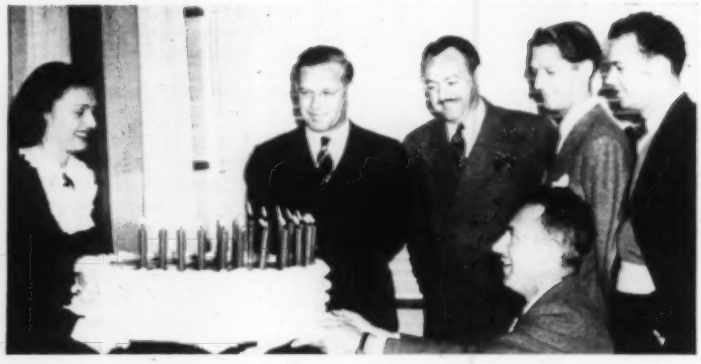
SPIKING reports that he has resigned as associate director of the Foreign Information Service of the Office of the Coordinator of Information (Donovan Committee), in charge of shortwave broadcasts, Nelson D. Poynter, while in Hollywood the week of April 13, stated that he has been "loaned" to Lowell Mellett, administrative aide to the President and head of the Office of Government Reports, for a special job.

He has been made Hollywood liaison between the film industry and the Government for the next six months during production of a series of 26 short entertainment films to stimulate the war drive. While in Hollywood, he met with executives of the motion picture industry to arrange for the series.

Mr. Mellett, who was in Hollywood April 11-12 for the conferences, stated that Mr. Poynter, who accompanied him, would be headquartered in that city as his representative. Acting in his advisory capacity, Mr. Poynter will set up machinery to clear a constant flow of information from Washington, thereby assisting the film producers in their undertaking.

Mr. Poynter, publisher of the St. *Petersburg Times* and owner of WTSP, is due back in Washington this week to arrange his affairs at the Donovan Committee, but returns to Hollywood within the next two weeks to establish the liaison office. It has not been decided who will assume his duties at the Donovan Committee, where he is assistant to Robert E. Sherwood, director of the Foreign Information Service.

Warren Pierce, former *Chicago* Times editorial writer, has been designated by the Donovan Committee as Pacific Coast representative with headquarters at 333 Montgomery St., San Francisco, where he will be assisted by Miss L. I. Burke, formerly of CBS. Mr. Pierce was in Washington last week, but was expected to leave momentarily for his new headquarters.



CANDLE-LIT CAKE received full attention of KFI, Los Angeles, staff members during festivities staged by the station to celebrate its 20th anniversary April 16. Beaming in anticipation as Dorothy Roe, secretary, makes the presentation to Harrison Holliway, general manager of KFI-KECA, are (l to r standing): Curtis Mason, co-chief engineer; Clyde Scott, sales manager; Glan Heisch, program director; Bernard N. Smith, farm editor and public relations director.

DCB Stops Construction

(Continued from page 7)

moved in only to prevent the acquisition of such facilities by competitors or prospective competitors. Thus, by keeping the present broadcast structure in "status quo", when the licensing authority later re-examines conditions looking to the promulgation of new policy, it can pick up precisely where it left off.

More Severe

Moreover, the licensing of new stations requires much critical material which should be available for maintenance and repair of existing essential services. By blocking out all new construction, dissipation of such materials is eliminated.

The old freeze order, really a quasi-freeze, was recommended on Feb. 12 by DCB and was subsequently approved by WPB and FCC. It gave the Commission discretionary powers to license stations in areas not now receiving adequate service. It left openings for "pressure" and some grants were made, along with modifications.

The WPB construction order of 10 days ago [BROADCASTING, April 13], prohibiting all new civil construction costing more than $5,000 without permission, further tightened the grip on new radio grants. This, in effect, established WPB as another wartime licensing agency for radio.

DCB's new recommendation, when promulgated, will stop everything in broadcasting dead in its tracks. Engineeringly, there will be no change until the structure is "unfrozen" sometime in the dim future. There will be no changes in directional antennas, no power increases, no new assignments.

The order stems from something more than shortage of critical materials, being used for plane, armament, tank and other war construction. Skilled labor, radio technician and transportation bottlenecks are important contributory factors. Uncle Sam needs operators badly, as does radio. Licensing of new stations only creates greater demand for these vital services.

Await Actual Order

It should be emphasized that while the DCB action is regarded as tantamount to approval, it nevertheless devolves upon the WPB and the FCC actually to promulgate the new regulations. FCC will set the effective date. It can be expected shortly — perhaps this week, and most certainly within a fortnight.

The recommendation itself does not cover existing construction. That is left to the operating agencies, because DCB is only the policy-making body. What the recommendation does cover is "future authorizations". Thus, the disposition of pending CP's is left entirely to the FCC and, on material priorities, to DCB.

Ever since promulgation of the "quasi-freeze" order two months ago, it has been evident that more stringent action was needed. The military agencies represented on DCB particularly have been dissatisfied. Chairman Fly has indicated repeatedly there would be a tightening up and that the previous order could be regarded as only a half-measure.

W49PH, in Philadelphia, Makes Debut on April 20

WITH W49PH, adjunct of WIP, Philadelphia, scheduled to go on the air April 20, a total of three commercial FM stations are now operating in that city.

Benedict Gimbel Jr., president of WIP, has announced that Clifford C. Harris, chief engineer of WIP, has been appointed general manager of W49PH. Station is to operate from 3 to 6 p.m. and from 9 to 12 midnight every day except Sundays. The station has adopted a policy of stressing live programs and will rebroadcast several pick-ups of MBS network shows.

Studios and transmitter have been incorporated into WIP's headquarters in the Gimbel Bldg., where a new Western Electric FM transmitter has been installed. Station operates on 44.9 mc.

Coughlin Tax Ruling

COUNSEL for Father Charles Coughlin last Wednesday demanded termination of a Michigan Unemployment Compensation Hearing which had arisen from a commission ruling that Coughlin's radio broadcasts were not undertaken in a "charitable or religious institution". The hearing was on an appeal of the Radio League of the Little Flower which handled Father Coughlin's broadcasts and revealed that his radio efforts brought in more than $1,000,000 from 1936 to 1940. Commission sources, it was said, revealed that former employes of the League had been denied unemployment compensation because the League had not paid payroll taxes.

Seal-Cote Spots

SEAL-COTE Co., Hollywood (liquid polish protector), is sponsoring a weekly quarter-hour of recorded music on WJJD, Chicago and WORL, Boston. Contracts are for 52 weeks having started in early April. Firm, in addition, sponsors a similar 25-minute program on WMCA, New York, as well as two spot announcements per week on KFI, Los Angeles. Agency is Buchanan & Co., Los Angeles.

Bjornson on Blue

BJORN BJORNSON, formerly editorial writer on the *Minneapolis Tribune*, who went to Iceland several months ago as a correspondent for NBC, has started a series of new broadcasts on alternate Monday 6-6:10 p.m. for BLUE, originating from Reykjavik, Iceland. Both of Bjornson's parents were born in Iceland, migrating to Minnesota in the eighteen-seventies.

Then it dawned on us

"My husband and I went to town for a show. We were caught in a terrific storm. Then it dawned on us to stay at a hotel overnight. It was a grand escape from traffic problems and a nice little vacation."

Mrs. Mary C. Brinker, Dormont, Pa.

AMERICAN HOTEL ASSOCIATION

FOR A FRESH START STOP AT A **HOTEL**

SOUTH CAROLINA'S No. 1 Market

FIRST IN—

- Total Population-White Population
- Wholesale & Retail Sales
- Industrial & Business Pay Rolls
- Automobile Registration

DOMINATED BY

WFBC-GREENVILLE

HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION

NBC RED NETWORK

NATIONAL REPRESENTATIVE — WEED & CO.

OFF Adopts Plan For Clearance of Federal Programs

(Continued from page 8)

terfere with radio in its great unction of providing entertainent to the public. On the conrary, it hopes by careful planning prevent the kind of irritation hat grows out of appeals and essages of great quantity and ttle quality. All that OFF does done as a designated Governent agency working to coordinate overnment radio effort, and deending entirely on the advice and operation of radio men in all ranches of the industry. That this ooperation has been thoroughoing and effective, is a tribute to he radio industry."

The plans finally evolved are he joint work of four committees hich have been in almost constant uddles with OFF officials during he last two months.

OFF's Network Program Comittee consists of Charles Berry, BLUE eastern program manager; adeline Ensign, program director f WOL, Washington, acting for MBS; Charles Menser, NBC proram manager; Charles Vanda, BS war program manager.

Other Committees

The radio committee of the Adertising Council comprises eagen Bayles, Ruthrauff & Ryan; ohn Carter, Pedlar & Ryan; Wiliam Fricke, AAAA; John D. Hymes, Lord & Thomas; John Mullen, Benton & Bowles; Arthur Pryor Jr., BBDO; R. J. Scott, Schwimmer & Scott; A. K. Spencer, J. Walter Thompson Co.; Frederic William Wile Jr., Young & Rubicam.

The Station Advisory Committee comprises John Fetzer, WKZO, Kalamazoo, chairman of the NAB committee on defense information; Neville Miller, NAB president; Eugene Pulliam, WIRE, Indianapolis, Network Affiliates Inc.; John Shepard 3d, Yankee Network, chairman, Broadcasters Victory Council; James D. Shouse, WLW-WSAI, Cincinnati, Clear Channel Broadcasters Assn.; George B. Storer, Fort Industry Co. stations, National Independent Broadcasters; O. L. Taylor, KGNC, Amarillo, Broadcasters Victory Council.

The Government Committee comprises the following radio and press relations men from the various Government agencies charged with war duties: Shannon Allen, Dept. of Interior; Vincent Callahan, Treasury Dept.; Philip Cohen, OFF; J. Harrison Hartley, Navy; Jesse Irvin, Federal Security Agency; Wallace Kadderly, Dept. of Agriculture: Edward Kirby, Army; Bernard Schoenfeld, War Production Board; E. A. Sheridan, Office of Civilian Defense; Maj. George Van der Hoef, Marine Corps; Sylvester L. Weaver Jr., Office of the Coordinator of Inter-American Affairs.

Fibber Again Leads

IN FIRST PLACE, for the third consecutive month, *Fibber McGee & Molly* shows a rating of 32.3 in the April list of C. E. Hooper "First Fifteen" National Network Programs. *Bob Hope* ranks second with a rating of 30.9, followed by the *Aldrich Family* with a 25.8 rating. *Charlie McCarthy*, with a rating of 24.5, holds fourth place. The remaining programs, listed in diminishing order according to their ratings are: *Radio Theater, Walter Winchell, Jack Benny, Coffee Time, Mr. District Attorney, Rudy Vallee, Bing Crosby, Kay Kyser, Time to Smile, Fred Allen, Take it or Leave it. Red Skelton* continues to top the list of programs measured by partial rather than full "national" interviewing coverage, with an April rating of 31.7.

Law Changes

(Continued from page 14)

sons whom it has not seen fit to name as parties to the proceeding. For any one of a variety of causes, these persons may not be in a position to appreciate the full force and effect of what the Commission is about to do until it has been done and a final order entered. We believe that the opportunity for rehearing should be extended to such persons in all classes of cases rather than only in broadcast cases as at present.

2. It would make clear that petitions for rehearing should be addressed to and considered only by that division of the Commission which made the original decision, order or requirement. In matters heard and determined by the full Commission, the petition would be addressed to and considered by the Commission. The reasons for such a requirement have already been commented on.

3. It would provide that all petitions for rehearing must be filed within 30 days from the entry of any decision, order or requirement complained of. As the Act now stands, such a limitation is imposed upon petitions filed in cases arising under Title III of the Act (broadcast cases) but as to all other cases, there is no limitation upon the date of filing.

Effective Date

4. It would specifically provide that in all cases except where the decision, order or requirement is necessary for the maintenance or conduct of an existing service the filing of a petition for rehearing shall automatically stay the effective date of the matter challenged. Here again we have already dealt with and commented upon the reasons for such a provision.

5. It would specifically provide that the filing of a petition for rehearing shall not be a condition precedent to judicial review of the Commission's order except where the party seeking such review was not a party to the proceeding before the Commission resulting in the challenged order, or where the party seeking such review relies on questions of fact or law upon which the Commission has been afforded no opportunity to pass. The existing law contains no such measure or standard of conduct and for reasons heretofore stated, we believe that the adoption of such a provision is necessary.

6. It would continue in effect without substantial change existing provisions of law which give the Commission the power to prescribe rules for the conduct of rehearings and further provide that any decision, order or requirement made after rehearing which reverses, changes or modifies the original determination shall be subject to the same provisions as an original order.

WWJ STAFF DRILLS
Wartime Precautions Taken By Detroit Station

AIR RAID drills to insure protection of the personnel of WWJ, Detroit, have been started by that station under the direction of Forrest P. Wallace, business manager, who is defense coordinator of the five-story studio building.

WWJ last fall had completed a protection system and upon America's entry into the war the system was promptly put into effect. Identification cards for employes, fingerprinting and visitor passes are being used.

On a lower level floor a completely equipped firstaid room has been set up under Paul Williams, WWJ sportcaster. Violet Cory, Hilda Eastcott, Betty Davis and Jane Shugg, of the station staff, comprise the firstaid corps.

Insurer to Cease

LUMBERMEN'S MUTUAL Casualty Co., Chicago, which has been sponsoring the Sunday afternoon news commentaries on NBC by H. V. Kaltenborn for its automobile insurance, will discontinue the program following the May 3 broadcast. The series, heard 3:15-3:30 p.m., will continue on NBC on a sustaining basis with cut-in announcements where local sponsors are involved. Lumbermen's agency is Leo Burnett Co., Chicago. Kaltenborn also is sponsored on NBC five times weekly 7:45-8 p.m. by Pure Oil Co., Chicago.

KATZ DRUG RENEWS, ENLARGES CAMPAIGN

ENCOURAGED by the "unqualified success" of its radio campaign during the first quarter of 1942, Katz Drug Co. of Kansas City, has signed new contracts for the second quarter with four Kansas City stations — WDAF KMBC KCKN WHB, according to Henry Gerling, Katz advertising manager.

In addition to the regular schedule of one minute and 15 second spot announcements thrice-weekly on all four stations, Katz has added new spots on Monday and Thursday nights on WDAF and KMBC. The whole schedule has been revised for pulling efficiency, Mr. Gerling disclosed.

Advertising appropriation for KFEQ, St. Joseph, Mo., has been doubled by Katz and contracted for one year. This advertising will be by transcription instead of by announcer as formerly.

Bulk of the advertising will exploit "Katz Kitty-Log", the name of its newspaper ads. Ferry-Hanly Adv. Co., Kansas City, is Katz agency.

IBEW Negotiations

AFTER several months of negotiation, KGER, Long Beach, Cal., has signed a contract with Local 40, IBEW, covering its entire technical staff. Contract provides wage increases with closed shop. Following a breakdown in negotiations, the IBEW has placed KFI-KECA, Los Angeles, on the organized labor unfair list and has circularized sponsors to that effect. All other stations in the Los Angeles area are organized under IBEW.

WCOP IS FORGING AHEAD!

Mail returns and surveys show that more and more people in Boston are tuning in to WCOP popular news and musical programs. More and more advertisers are on WCOP too . . . *and they're happy.*

WCOP

MASSACHUSETTS BROADCASTING CORP.

COPLEY-PLAZA HOTEL BOSTON, MASS.

BOSTON'S "STAR SALESMAN"

Runyon Replaces Klauber on BMI

Haverlin Reports 650 Signed Contracts, 64 Pledges

SIGNED contracts have been received from 650 stations, Carl Haverlin, BMI vice-president in charge of station relations, reported last Friday to the BMI board of directors meeting in New York. Mr. Haverlin also reported that 64 additional broadcasters have pledged to sign the new eight-year contracts.

The board accepted "with profound regret" the resignation of Edward Klauber, chairman of the CBS executive committee, and elected Mefford R. Runyon, CBS vice-president, to the board in his place. In a unanimously adopted resolution the board paid tribute to Mr. Klauber's "vision and courage" as having been "indispensible to the success of BMI." Mr. Klauber, fomer executive vice-president of CBS, was appointed chairman of the CBS executive committee last March 25 and his former duties were taken over by Paul Kesten [BROADCASTING, March 30].

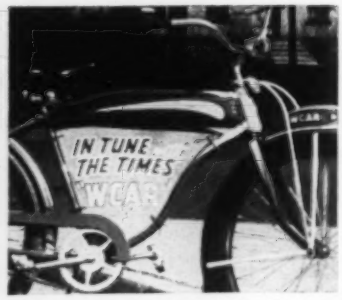
Operating details and other routine business took up most of the board's time, it was reported. Full board was present except for Mr. Klauber and Niles Trammell, NBC president, who was represented by Robert P. Myers of that network's legal division. M. E. Tompkins, BMI vice-president and general manager, and Sydney M. Kaye, executive vice-president, also attended.

Farmer Sues KWKW

CHARGING that his $6,000 vegetable crop was seized and ruined last March, Toshihisa Goto, an American-born Japanese farmer, has filed suit in Los Angeles Superior Court against the Southern California Broadcasting Co., Pasadena. Seeking redress, he charged that the firm illegally took over part of his 20-acre farm near San Gabriel, Cal., last March 9, and destroyed crops to erect two broadcasting towers for the proposed new 1,000-watt KWKW. Stating that he had the property under lease from its original owner, Goto seeks actual damages of $7,050, plus twice that amount for asserted forcible entry and unlawful detainer.

WRVA COVERS
NORFOLK AND COVER
RICHMOND, VIRGINI
WITH 50,000 WATT
BOTH DAY AND NIGH
COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



SALES PUSH is all Don Fridae, salesman of WCAR, Pontiac, needs to propel his bicycle on his daily rounds. In line with the conservation program he tells the world WCAR is tuned with the times.

Reply to Haggerty

(*Continued from page 9*)

growth. This was also borne out in the IBEW memorandum presented to the committee which included a statistical table showing the increase in membership in printing trade unions in the years of radio's greatest growth.

Labor Opportunities

The NAB testimony then pointed to the labor opportunities that broadcasting has provided since its inception and cautioned that "some 300,000 workers will thus challenge the threat to their security which this proposal represents".

The NAB explained that in its presentation of testimony it had no recommendations "to make to this committee regarding the general structure of this year's revenue bill. The association and its members," it added, "fully realize the seriousness of the emergency, and the terrific responsibility borne by members of this committee.

"They know that taxes must be drastically increased," the statement went on, "and they will cheerfully pay their share of all general taxes which the Congress may see fit to impose."

The testimony emphatically stated, however, that "they (the broadcasters) are vigorously opposed to special and discriminatory taxation and especially to penal taxation which imperils an essential public service".

Radio's War Efforts

Bearing out their claim that the tax would imperil an "essential public service" the statement referred to the various programs being carried by stations to promote the war effort such as *This is War*, *Army Hour*, *Report to the Nation* and others. Also referred to were the spot announcements being carried by stations and networks for the various Government agencies and departments such as the War and Navy departments, the Office of Facts & Figures, Office for Emergency Management and others.

It was also brought out that broadcasters are receiving no compensation for Government programs carried or for other services rendered such as the close collaboration with interceptor commands, and the linking of stations to defense centers, for instantaneous communication in emergencies. "Programs sponsored by the war agencies cost the Government nothing," the NAB stated. "As already indicated, the industry looks upon them as its contribution in the public interest".

It was added that this policy was one which the broadcasters had long maintained and one they hoped to maintain permanently despite the fact that "various Government agencies spend hundreds of thousands of dollars for advertising by means of other media".

Claiming that a fallacy exists in the public mind regarding the amount of revenue-producing programs carried by stations in general, the NAB stated that "today the productive time is less than one-third, not only because of the direct war demands upon radio's time, but also because shortages and rationing of consumer goods are reducing advertising expenditures."

License Requirements

FCC license requirements on the number of hours stations must operate were also brought to the attention of the committee. The NAB statement brought out the fact that despite reduction in number of sponsored programs stations were still required to broadcast for certain periods each day which increased hardships on the industry.

"By contrast," the statement continued, "a newspaper, faced with the loss of advertising, can drop pages, and thus effect a substantial reduction in expense."

"In the case of broadcasters," it added, "every commercial hour lost means not only reduced revenue, but a substantial additional expense, which he would not otherwise incur, in supplying a non-commercial program".

In concluding, the NAB said that "overshadowing all these considerations is a major consideration of broad public policy. Radio broadcasting has become the most important medium of disseminating information to the public, and the greatest forum for public debate. It must be kept free; the necessity for this freedom is clearer today than ever before. This freedom cannot be preserved by special taxation".

IBEW Defends Radio

The IBEW memorandum, which followed the NAB report in the committee record, claimed that the tax advocated by Mr. Haggerty would be a tax on radio's advertising since broadcasters de
their principal income from
vertising. IBEW said that "t
fore, if a tax is to be applied
advertising, there can be no j
fiable reason for taxing ra
broadcast advertising unless th
is an equal rate of taxation on
other forms of advertising".

In answer to Haggerty's cl
that radio advertising had ca
"the displacement of the jobs
some 25,000 printing trades wo
ers, through the diversion of
vertising from the printed page
radio broadcasting" IBEW
mitted a table which indicated
membership in the principal pri
ing trade unions had materi
increased with the growth of m
ber of stations.

The IBEW statement also
that that in attempting to put
"punitive tax" on radio advertis
the printing industry was ignor
"the fact that the radio broadca
ing industry each year spends s
eral millions of dollars for print
promotional activities".

The IBEW statement in clos
paralleled the NAB disclaimer
avoid necessary taxes "so long
the tax is equitable and appl
to all alike".

HARVARD HONORS BINGHAM, STRAU

TWO broadcasting figures h
been nominated for Overseers
Harvard College, its highest alu
ni honor—G. Barry Bingham, pr
ident and publisher of the *Lou
ville Courier-Journal & Tim*
which operates WHAS, and Ja
Isidor Straus, president and dir
tor of R. H. Macy & Co. and cha
man of the board of WOR, l
station of MBS. They were amo
13 nominees for the honor.

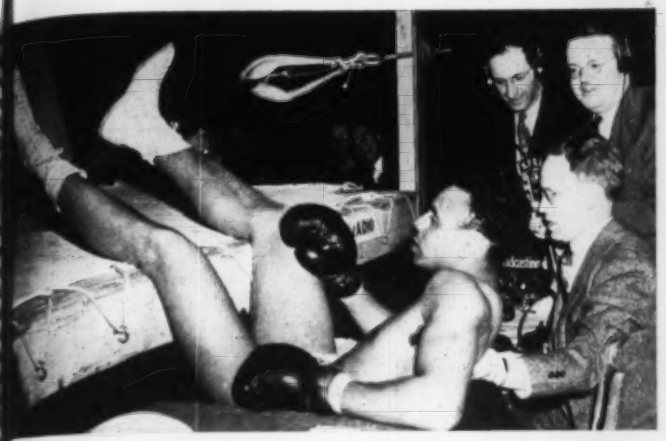
Lt. Bingham, who is on act
duty in the Navy assigned overse
was a 1928 graduate of Harva
Magna Cum Laude. He has serv
as director of the Harvard Alum
Assn. from 1938-41 and is a dir
tor of the Southern Newspap
Publishers Assn., together w
holding high offices in many i
portant Kentucky and Louisv
philanthropic organizations.

Mr. Straus, a 1921 graduate
Harvard, has been on the Ov
seers Committee of Harvard
visit the Graduate Business Sch
since 1939. He is prominent in N
York City in civilian defense
fairs, serving on the City Coun
of Defense and on Mayor LaGu
dia's Business Advisory Committ

WWVA On 50 kw by June 1

WWVA, Wheeling, plans to be
the air with 50,000 watts on or
fore June 1. Chief Engineer Gle
Boundy and his staff are now h
wiring up the 50 kw. equipment w
already has been installed in the
tion's new and modern transm
building.

250 WATTS • 1400 KILOCYCLES
NEWS Every Hour on the Hour
WHBQ MEMPHIS, TENN.
NEWS—MUSIC—SPORTS



O MIKE FRIGHT here as this groggy boxer came through the ropes the third round of his Western AAU heavyweight bout, barely missing e mike. Breaking his fall with arm extended is Bill Welsh, chief sports- aster at KFEL, Denver, with details of the fall. Behind him, wearing arphones, is Frank Bishop, station director who provided listeners with color story of the tournament.

Transcribers Discount Shellac Order

(Continued from page 10)

nough of this material available o meet the demand of the record akers, to which, he stated, the equirements of the transcription ndustry do not constitute a drop n the bucket.

Columbia Comment

Edward Wallerstein, president f Columbia Recording Corp., CBS ubsidiary, said that although the rder calls for a 70% curtailment n the use of shellac, some substi- ution of other materials is pos- ible, so that the production of rec- rds for 1942 will not be reduced s much as 70%. He said he could ot at this time state to what ex- ent this curtailment could be al- eviated as details are still being orked out.

No plans have been made as yet, e stated, for allocating available aterial to various types of rec- rds, pointing out that any deci- ions on what kinds of records hould be continued and what kinds hould be dropped cannot be made ntil there is more accurate infor- ation as to the total number of ressings the company will be able o produce.

At Union Carbide & Carbon Corp., maker of vinylite, it was aid that the company is largely ommitted for all it can make, with ar materials accounting for about 0% of its current business. Vinyl- ite is already under Government llocation, but so far the transcrip- ion companies report they have een able to secure enough for their eeds.

Standard Radio's Report

Confidence that the WPB or- er restricting use of shellac will ot affect transcriptions was ex- ressed by Standard Radio in a ulletin to its library subscribers. "Although shellac is a necessary gredient in a phonograph record", he bulletin states, "it is not used n quality transcriptions. The base of the vinylite discs used in Stand- ard Library is vinyl acetate. While this product is available only on priority, it is a semi-byproduct of munitions materials. For the pres- ent we have been assured that there is no shortage of this material.

"There is no possible way of knowing what war demands will be, and this situation may change any time," the bulletin continues. "However, to the best of our knowl- edge, we feel that we can continue to serve our subscribers indefinite- ly." On the other hand, reduction in not only phonograph record produc- tion, but in the number of individ- ual recordings is predicted by the bulletin.

Sidney J. Wolf, secretary-treas- urer of Keystone Broadcasting Sys- tem, transcription network, de- clared that shellac is not used in the manufacture of Keystone tran- scriptions and he did not foresee any curtailment of service to its 170 affiliated stations as a result of the WPB order.

A spokesman at Decca Records said that while no one could say what the final effect of the order would be, the situation did not ap- pear to be too alarming and that there was hope that a considerable supply of shellac might be re- claimed from old records. At an- other record company it was said that even if the cost of vinylite were not prohibitive and if an ample supply were available, discs made of this substance would not be desirable as they are too thin and flexible to be played on any phonograph utilizing mechanical record-changing devices.

Stores in Stock

One recording executive, who like many others asked not to be quoted directly, said that the rec- ord companies are themselves re- sponsible for the WPB order. Fore- seeing the danger of a shortage, he explained, the record makers rushed around and gathered up as much shellac as they could until they now hold about 75% of the entire supply in the United States. When the Government began look- ing for a source for the shellac it needs for its war program, the record makers offered an easy solu- tion to this problem.

DISCS AID THE WAR

NBC Cooperates With BBC In Aviation Service

AN UNUSUAL way in which ra- dio is aiding the war effort came to light last week when NBC Ra- dio-Recording Division revealed that since last September it has been cooperating with the BBC in recording and distributing to air- plane factories reports made in England by RAF pilots and ground crews on the performance in com- bat of American planes.

As an example of the service, a report was made to the BBC by the pilot who guided one of Amer- ica's Flying Fortresses in the Chan- nel battle with the German ship *Gneisenau* — the first actual com- bat for one of these planes. His report was recorded by the BBC, flown to this country by the Ferry Command and turned over to Ra- dio-Recording for additional copies.

These copies were sent to Boeing Aircraft Co., manufacturer of the Flying Fortress, as well as to other plane factories, which placed them on their public address sys- tems for the information of the plane workers. The master record of all reports is sent to Washing- ton.

In rare cases, when the trans- oceanic weather is not suitable for flying bombers via the ferry serv- ice, the BBC shortwaves the re- ports to NBC's listening post at Bellmore, Long Island, so that NBC can obtain the master report with no delay. In addition to re- ports on a plane's general perform- ance, the BBC has also recorded interviews with mechanics who de- crate the planes and parts in Eng- land when they arrive from Amer- ica, as well as "morale" recordings for the interest and education of American workers.

Japs Jam NBC

FIRST CASE of Jap jamming of programs from India to the United States was reported by NBC April 14, when the pickup of Frances Muir from Delhi was blotted out by a broadcast of code on the same frequency and with superpower. NBC attributed the jamming to the Japs because two previous broadcasts from Delhi had come through without interference and because the tests immediately before the Alka-Seltzer sponsored world news roundup had shown the channel to be clear, with no inter- ference until John Vandercook, m.c., said, "Come in, Delhi". NBC comment was that the Japs may soon find out, as the Nazis have, that jamming works both ways.

KROGER GROCERY & BAKING Co., Cincinnati, on April 27 will re- new for 52 weeks *Linda's First Lover*, *Mary Foster*, and *Hearts in Harmony*, quarter-hour transcribed serials Mon- day through Friday, on WGN, Chi- cago. Ralph H. Jones Co., Cincinnati, is agency.

BLUE

IS YOUR BEST BUY IN KANSAS CITY

John Pearson, Representative

Basic Blue Network

5000 WATTS KCMO 1480 ON YOUR DIAL

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WWL NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

RMA Coordinating Transmitter Setup

Committee Meets In Capital On Wartime Problems

PLANS for mobilizing the Radio Manufacturers Assn. along with the entire radio industry were discussed April 14 by the RMA's executive committee at a meeting in Washington. The session, presided over by President Paul V. Galvin, was attended by every director of the organization's executive body.

Factories and facilities of the entire industry were reviewed by the committee and detailed arrangements were completed for cooperation with all Government agencies in a maximum war effort after April 22, the date the WPB has decreed general suspension of all civilian radio production except for replacement tubes and certain necessities. The RMA-Government conferences were aimed to expedite the radio manufacturer's 2 billion dollar military project.

Stressing a stringent wartime attitude, the executive committee has also ordered a one-day "strictly business" program without social events for the annual RMA convention in the Stevens Hotel, Chicago, June 9. Cancellation of the banquet was ordered by the executive committee to be replaced by a special program of wartime meetings and speakers, the latter including prominent Government officials connected with radio interests. On the day's agenda will be the RMA membership luncheon and annual business section as well as meetings of the various RMA committees and divisions.

Organization of a new transmitter division with an additional vice-president and two directors on the board, was voted by the executive committee, subject to the approval of the June convention. The division will include manufacturers of all transmitting and communications apparatus and, through the RMA engineering department, will direct the standardization of war products in cooperation with the Army and Navy services. It is proposed to increase the RMA board of directors from 25 to 27, to include the new directors from the transmitter division.

Government agencies have been afforded details, through RMA surveys and otherwise, of the industry's war production facilities, which can be expanded many times over to meet the increasing war program without the necessity of war radio production being diverted into other industries. Detailed information on the experienced management, skilled engineers and employes available and necessary for the production of military radio is being given by RMA widely among government agencies.

RCA will hold its annual stockholders meeting in New York May 5.

PUPPIES FOR PREMIUMS are selected from the kennels by (l to r): Joe Kelly, reader of *Chicago Sun* comics daily on WLS, Chicago, and m.c. of the *Quiz Kids;* Jeff Wade, president of Wade Adv. Agency, Chicago; Don Kelly, sales promotion manager of WLS; Bob Archer, of the agency; Perry Schuh... Chicago sales manager of Miles Labs., Elkhart, I... Dozen puppies are given weekly by the *Sun* on its S... day program to children submitting a comic page e... pon with letters telling why they want a dog.

HOUSE CONSIDERING 'FORCED WORK' BILL

LEGISLATION to outlaw "forced work" tactics of labor unions by subjecting them to jurisdiction of the anti-trust laws, was taken under consideration last Friday by the House Judiciary Comimttee, with the opening of hearings on the Monroney Bill [HR6752]. The measure is of interest to radio because of the "forced work" activities of the American Federation of Muscians, requiring all stations to hire staff orchestras, whether or not needed.

The measure, introduced by Rep. Monroney (D-Okla.) is an outgrowth of the recent Supreme Court decision requiring out-of-town truckers to hire "standby" drivers upon entering the New York City area. The measure has the inferred support of Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division, who several times attempted to break up the AFM "made work" forays against radio.

A year ago Mr. Arnold announced that the Anti-Trust Division would take action against Petrillo and his union largely on violation of the anti-trust laws through forced hiring. Nothing happened, however, beyond the issuance of the "press release".

Chesterfield Shift

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), which has wanted to shift its CBS Glenn Miller program for some time to an earlier hour than 10 p.m., on May 5 will move the program to the 7:15-7:30 p.m. period vacated May 1 by the Lanny Ross show. The latter series goes off May 1 because of the tin shortage effect on the sponsor, Campbell Soup Co. [BROADCASTING, April 13]. The Chesterfield show will be carried on the same number of CBS stations, totaling 97, and will be heard Tuesdays, Wednesdays and Thursdays. Agency is Newell-Emmett Co., New York.

ARTHUR E. DESNOYERS, senior accountant in the broadcast section of the FCC Accounting Department, reported for duty with the Army Air Force April 13 as a first lieutenant. Mr. Desnoyers for several years has been in charge of broadcast transfer and assignment cases.

Blue Committee Meets

STATION advisory and planning committee of the BLUE was to meet Sunday afternoon at the Waldorf-Astoria, New York, to discuss the network's progress during its first quarter of independent operation and to make plans for the future. Meeting was scheduled to coincide with the publishers' conventions which have taken many station owners to New York this week.

Nelson Succeeds Roberts

WILFRED S. ROBERTS, NBC production manager, last week announced his resignation from the network to enter Government service in a civilian capacity. Appointed to succeed Mr. Roberts by C. L. Menser, NBC program manager, is Ray Nelson, an NBC director, who has had experience on stations in Cleveland, Buffalo and New York, doing announcing acting, sales production and program building. Before entering radio, Mr. Nelson produced and conducted many of the well known light operas, as well as serving as a newspaper reporter and orchestra leader. A native of Cleveland, he holds a law degree from Baldwin-Wallace College.

Blue Puts 'Gang Busters' On Local Sponsorship

IN LINE with its policy of offering BLUE programs to local sponsors on a participating basis, the BLUE on May 1 will resume broadcasts of *Gang Busters* in the Friday 8-8:30 p.m. period, to be available to local advertisers. The program was on the BLUE during the winter under sponsorship of Dr. Earle S. Sloan, New York, for Sloan's Liniment, until April 3 when that sponsor discontinued its seasonal campaign. Sloan will again sponsor the series this fall, starting Sept. 18, in its former Friday 9-9:30 p.m. spot, but during the summer it will be heard at the earlier hour on BLUE affiliates for local sponsors. Sloan agency is Warwick & Legler, N. Y.

WBNX Awarded Plaque

WBNX, New York, has been awarded a plaque, in recognition of its public and civic services, by the Bronx Board of Trade.

BLUE, RED REACH ACCORD WITH AF...

LOCAL 802 of the American Fe... eration of Muscians on Friday i... formed executives of NBC and t... BLUE that they could continue ... use interchangeably the 130 mu... cians employed at the New Yo... studios of the two networks ma... an agreement negotiated bef... BLUE was separated from NB...

Decision was made after nea... a week's consideration by t... union's executive council on a p... posal that, inasmuch as the BLU... is now an independent organizati... it should have its own employm... agreement with the union. Ma... Woods, BLUE president, point... out, however, that since CBS h... been given a quota of 65 musici... and MBS a quota of 40, separati... the Red and BLUE would be mo... apt to decrease than to increa... the present combined quota of 1... men.

Chief reason for the BLUE o... position to the separation is th... about 90 musicians are employ... each week in the network's Tu... day evening symphonic broadcas... which is all right as long as the... men can be drawn from the co... bined musical personnel of be... networks, but which the BLU... might find impossible to contin... if it were required alone to provi... full employment for that mu... symphonic musicians.

ASCAP Election

ELECTION of officers will be t... main business of the new ASCA... board of directors when it holds i... first regular monthly meeti... April 23. Opposition to Gene Bu... ASCAP president, which has be... voiced by a faction of the Society... publisher members who were di... satisfied with the outcome of t... ASCAP-radio trouble last year, ... expected to come to a head at th... meeting, but the consensus is th... with the solid backing of t... writer members Mr. Buck will co... tinue as head of ASCAP.

Pante Test

PANTE Co., Chicago (Panan... anti-grey hair vitamins), is testi... with spot announcements 7 to ... times weekly on WTOL, Toled... WJLB, Detroit, and WCAR, Pon... tiac, Mich., for 26 weeks. Agen... is Salem N. Baskin, Chicago.

Propaganda Must Get Credence Of Other Nations, Editors Told

Government Officals Tells ASNE How to Assist In War Effort; Price Blasts Rumor Mongers

E MUST WIN the credence of e peoples of other nations, if we to dominate in the theatre of r and in the peace that follows, cording to Joseph Barnes, Office the Coordinator of Information Donovan Committee), speaking U. S. propaganda warfare road before the American So- ety of Newspaper Editors on the ening day of its twentieth an- ual convention April 16-18 at the Waldorf-Astoria in New York.

How It Can Help

In discussing ways in which ropaganda directed beyond our orders can be most effective, Mr. arnes said, "The most powerful eapon in the world is news," and ressed the importance of building listener confidence" throughout he world by telling both good news nd bad.

Mr. Barnes suggested two theo- ies which if repeated constantly n all media might be the deciding actors in determining the side hosen by the "undecided" people neutral countries: "The United tates doesn't lose wars" and "The nited States doesn't loot after ars." There is historical proof for oth points, he said, adding that t would be effective to wait for ig victories to launch the mes- ages.

In posing the problem of how to uspend for the duration of the mergency, without giving up our reedom, certain "aberrations" in ational news which can be turned o the advantage of enemy propa- anda, Mr. Barnes called upon hose concerned with the written nd spoken word to ask themselves onstantly, "How much will this elp—how much will it hurt" the ause of democracy.

"We must make the 'Voice of merica' strong, clear and honest," e said, contrasting our methods ith those of the the Nazis, who im to confuse by creating rumor, ynic and prejudice.

Byron Price, Director of Censor- hip, discussed voluntary and Gov- rnmental censorship, showing how he "ground rules" set up by the ffice of Censorship are necessary nder the honor system of volun- ary censorship. Mr. Price reported hat while the vast majority of ditors have shown an understand- ng of the code, there were still oo many apologies after the dam- age was done". Granting that any editor can "beat the censor", he stressed the importance of team- work rather than contest between Government and editor.

Rumor Mongers

Referring to the editor's respon- sibility beyond a mere observance of the code, Mr. Price pointed to the harm from columns used for rumor mongering, stating that ir- responsible journalism — represen- sible at any time—is a crime against the nation in wartime.

"Authenticity is the No. 1 pri- ority of wartime journalism," he said. Since, in the long run, the only place where information can effectively be withheld is at the source, he added, the newspaper industry as "the greatest fact-find- ing institution in the world today," has heavy responsibilities. He ob- served that freedom of the press is once more on trial and that the suc- cess of the experiment of voluntary censorship will be determined by the editors themselves.

The difficulties encountered in securing a sound balance between naval security and public informa- tion were outlined by Rear Admiral A. J. Hepburn, director of public relations of the U. S. Navy De- partment. In discussing various causes for delay in releasing Navy news, he announced that the Navy would change its policy of with- holding losses of ships until the next of kin has been informed of resulting casualties, a humanitar- ian measure.

Under the new policy, naval losses will be released as soon as they have been confirmed by the Navy and when it is established that they can be made public with- out danger to naval security.

Piecing Items Together

Col. Ernest Dupuy, chief of plan- ning and liaison branch of the Bu- reau of Public Relations of the Army, defined censorship as "bar- ring from the enemy knowledge of the things he wants to know in order to defeat us." He demon- strated how fragmentary and un- important news items can be pieced together by the enemy, to furnish them with valuable information.

Other speakers of the opening day were: Dwight Marvin, presi- dent of ASNE; Mrs. Oveta Culp Hobby, chief, Women's Interests section, planning and liaison branch, Bureau of Public Rela- tions, War Department; Eugene Wilson, president, United Aircraft Corp.; Lynn Heinzerling, AP; Wal- lace Carrol, UP; Pierre J. Huss, INS; Katherine Vincent, fashion editor, and Air Commodore, H. N. Thornton, M. B. E.

NBC played host to the editors Thursday evening, starting them out with a tour of the network's Radio City studios. Then came an hour-long television program, part of which was produced specially for the visitors and included ASNE members in the cast.

Next the editors witnessed the production of a *Command Perform- ance* show, one of the series which is not broadcast in the United States but recorded exclusively for the entertainment of the armed services abroad, with an all-star cast. A buffet supper concluded the evening.

Sold Himself

ACTING on his own pre- scription, Martin Hoade, NBC defense news editor, who for the past year has been writing announcements to enlist recruits in our air force, has applied for enroll- ment in the Army Air Force, and after passing the re- quired exams, is awaiting as- signment. "The more I wrote about the Aviation Corps the more it appealed to me," he explains. "So, I finally de- cided to act on my own sales talk."

Fraternity Awards

FOR HIS OUTSTANDING work in radio research, Dr. Paul F. Lazars- feld, Office of Radio Research, Columbia U, was awarded the medal of the national professional journalistic so- ciety, Sigma Delta Chi, whose New York Chapter held its annual Found- ers Day dinner April 16 at the Mid- ston House, New York. Palmer Hoyt, national president of the society, made the presentation. Barry Faris, presi- dent of the New York Chapter, and INS editor-in-chief, presided at the dinner, and speakers included Walter Kiernan, INS humorist; Glenn Babb, AP correspondent, and Wallace Car- roll, UP correspondent.

San Francisco Blackout

BROADCAST blackout of San Fran- cisco stations was ordered by the Fourth interceptor command April 16, at the first knowledge of an unindenti- fied flight of planes. Lasting 17 min- utes the alert was cancelled when the planes were identified as friendly, the Fourth Army Headquarters announced.

PRESS NEWS LTD. NAMES FORD HEAD

FIRST annual meeting was held in Toronto last week by Press News Ltd., radio subsidiary of Canadian Press. Arthur R. Ford, CFPL, London, Ont., and the *London Free Press*, was elected presi- dent for the year, succeeding W. Rupert Davies of CKWS, Kingston, CHEX, Peterborough, Ont., and the *Kingston Whig-Standard* and *Peterborough Examiner*.

Roy H. Thomson of Northern Broadcasting and Publishing Co. (CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Tim- mins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; *Timmins Press*) was elected vice-president The board of directors includes: Emil Jean, CHLT, Sherbrooke, Que., and CHLN, Three Rivers, Que., *Three Rivers La Nouvelliste*, and *Sherbrooke La Tribune*; H. M. Hueston, *Sarnia* (Ont.) *Canadian Observer*; W. B. Preston, *Brant- ford* (Ont.) *Expositor*; Wesley McCurdy, *Winnipeg Tribune*; Ar- thur Ford, Roy Thomson and W. Rupert Davies. Sam Ross was re- appointed manager of Press News and made secretary of the com- pany.

At the same time the annual meeting of Canadian Press was held, and Mr. Ford was elected president, with Senator W. A. Bu- chanan, *Lethbridge* (Alta.) *Herald* as first vice-president, and F. I. Ker, *Hamilton Spectator*, as sec- ond vice-president. J. A. McNeill was reappointed general manager.

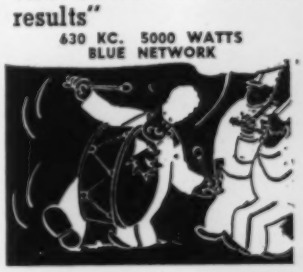
Holland on CBC Board

APPOINTMENT of R. Rowe Hol- land, Vancouver barrister, to the Board of Governors of the Canadian Broadcasting Corp. was an- nounced at Ottawa April 16 by National War Services Minister Thorson. Mr. Holland succeeds Major-Gen. Victor Odlum of Van- couver, now Canadian High Com- missioner to Australia. Mr. Hol- land attended his first CBC board meeting April 17 at Ottawa. His term expires Nov. 2, 1943.

THREE MEN of NBC-Chicago joined the armed forces last week, making a total of 24 of the staff now in the service. They are Paul Millen, pro- ducer, in the Army; Thomas E. Goo- tee, continuity writer, commissioned lieutenant, and P. H. Clark, engineer of NBC for 12 years, commissioned captain, both in the Signal Corps.

"KXOK St. Louis beats the band for sales results"

630 KC. 5000 WATTS BLUE NETWORK



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J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

WGR and WKBW

Columbia and Mutual
Buffalo

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
APRIL 11 to APRIL 17 INCLUSIVE

Decisions . . .

APRIL 14

WLAK, Lakeland, Fla.—Granted consent transfer control from Bradley R. Eidmann to S. O. Ward for $23,000.

NEW, Granite District Radio Broadcasting Co., Murray, Utah—Denied petition for vacation 3-3-43 order, designating applic. for further hearing and request grant without hearing.

NEW, The Evening Star Broadcasting Co., Washington—Placed in pending file under Order 79 applic. CP new FM station.

WMAW, Worcester, Mass.—Designated for hearing applic. for extension completion date new station.

KRMC, Jamestown, N. D.—Granted modification license shift to 600 kc change to 100 w N 250 w D unl.

NEW, Percy C. Klein, Alexandria, Va.—Application CP new station dismissed and retired to closed files.

APRIL 15

NEW, The Constitution Broadcasting Co., Atlanta—Granted postponement hearing to 6-8-42 re consolidated hearing.

NEW, The Radio Voice of New Hampshire Inc., Manchester—Granted motion leave amend applic. new FM station location to Mt. Shaw with 10 kw.

NEW, South Florida Broadcasting Inc, Miami—Granted continuance hearing to 5-22-42.

NEW, The McKeesport Broadcasting Co. Inc., McKeesport, Pa.—Granted motion accept applicant's late appearance.

NEW, WBAM Inc., Birmingham—Granted petition cancel further hearing dismiss without prejudice.

NEW, Drohlich Bros., Jefferson City, Mo.—Granted petition to dismiss June 2 hearing without prejulice.

NEW, FM Radio Broadcasting Co. Inc., New York City—Granted petition dismissal applic. new FM station.

Applications . . .

APRIL 14

NEW, WDAS Broadcasting Station Inc., Philadelphia—CP new FM station 47.7 mc 9,300 sq. mi.

NEW, Beauford H. Jester, Waco, Tex.—Amend applic. CP new station re applicant name.

NEW, Hoosier Broadcasting Co., Indianapolis—Amend applic. CP new station re power to 1 kw.

Radio Industry's Status In Canada Draft Awaited

CANADIAN BROADCASTERS have not yet obtained a ruling, it is understood, from the recently appointed director of national selective service, Elliott M. Little, as to what extent the manpower restrictions will affect the broadcasting industry. Under the national selective service regulations a number of industries have been deemed unessential and may no longer hire physically fit men between 17 and 45 years of age without permission of the national selective service board.

These restricted occupations include salesmen, practically all office workers, entertainers, while advertising has been termed an unessential industry. Broadcasting is considered an essential industry. In clarifying the regulations in a radio address Mr. Little explained that men in the 17 to 45 years classes did not have to leave their posts immediately, but that no more men in those age classes could obtain jobs in restricted occupations and industries without permit, unless these were their regular occupations. Broadcasters do not expect the manpower restrictions to affect the industry for some time. Women can be trained to replace men called for the armed services or war industries.

Tentative Calendar . . .

NEW, WBNX Broadcasting Co.; NEW, News Syndicate Co. Inc.; NEW, WMCA Inc; NEW, Debs Memorial Radio Fund Inc.; NEW, Greater New York Broadcasting Corp; NEW, The American Network Inc., all applicants CP new FM station in New York (consolidated hearing, April 20).

WFAS, White Plains, N. Y., modification license 1230 kc 250 w unl. (April 20).

WGST, Atlanta, license renewal (further hearing, April 20).

WPRP, Ponce, P. R., CP 1480 kc 1 kw N 5 kw D unl.; modific. CP 1520 kc 1 kw N 5 kw D unl.; license renewal. 1420 kc 250 w unl. (April 22)

KSFO, San Francisco, CP 740 kc 50 kw directional N & D unl.; **KQW, San Jose,** same (consolidated hearing, April 22).

NEW, Butler Broadcasting Corp., Hamilton, O., CP new station 1420 kc 250 w unl. (oral argument, April 22).

NEW, Jefferson Broadcasting Corp., Birmingham, Ala., CP new station 1340 kc 250 w unl.; **NEW, George Johnston Jr., Birmingham,** same; (consolidated hearing April 23)

WAAF, Chicago, CP 950 kc 1 kw directional N unl. (April 23).

NEW, Robert V. Lee, Bradenton, Fla., CP new station 1490 kc 250 w unl. (April 24).

W75P Operating

W75P, commercial FM station of KDKA, Pittsburgh, went on the air April 11 to the accompaniment of a bolt of artificial lightning produced in the Westinghouse laboratories at Trafford, Pa. W75P is operating six hours daily and is under the direction of Mrs. Helen Repogle, production manager.

BOARD of Governors of American Television Society, meeting April 14, decided to postpone any further general meetings until the FCC has made its decision regarding the wartime status of television.

COMMDR. T. A. M. CRAVEN, commissioner of the FCC, has accepted the Canadian Government's invitation to participate in the tour of Canadian wartime centers along with other prominent American broadcasting figures [see page 45].

ARMY TELEVISORS are these four former NBC employes now stationed at Fort Monmouth, N. J. The quartet formed the production staff for a special Easter Sunday video show featuring Army talent for their alma mater, NBC and its WNBT, New York. They are (l to r) Lieut. Ray Feurstein, television announcer; Pvt. Pete Barker (seated), television director; Lieut. Frank C. Lepore, television stage manager; Pvt. Tom De Huff, former NBC promotion man.

Network Accounts
All time Eastern Wartime unless indicated

New Business

WHITEHALL PHARMACAL Co., New York (Aspertane), on April 20 starts AP news on 90 MBS stations, Mon., Wed., Fri., 1:30-1:35 p.m. Agency: Blackett-Sample-Hummert, N. Y.

QUAKER OATS Co., Peterborough, Ont., on April 14 started *Le Dieux Loup de Mer* on CKAC, Montreal; CHRC, Quebec; Tues., Thurs., and Sat., 6:15-6:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

CALIFORNIA COMMITTEE to Elect Wallace L. Ware Governor, Los Angeles (political), on March 30 started for 13 weeks political talks on 3 California Don Lee stations (KHJ KFRC KGB), Mon., Wed., Fri., 9:45-10 p.m. (PWT). Agency: Adv. Arts, Los Angeles.

MANHATTAN SOAP Co., New [illegible] (Sweetheart soap), on May 12 [illegible] for 52 weeks *Bob Garred Rep[illegible]* on 6 CBS Pacific Coast sta[illegible] Tues., Thurs., Sat., 7:30-7:45 (PWT). Agency: Franklin [illegible] Adv. Corp., N. Y.

PEPPERELL MFG. Co. [illegible] (fabrics), on April 23 starts El[illegible] Early, Washington commentator, WOL, Washington, and 19 [illegible] Network stations, Thurs. 12:15-[illegible] p.m. Agency: H. B. Humphrey [illegible] Boston.

BROWN & WILLIAMSON To[illegible] co Co., Louisville (Avalon cigaret[illegible] on April 14 started *Harry Flan[illegible] News Analyst*, on 6 CBS Pacific [illegible] tions, Tues., Thurs., Sat., 5:30-[illegible] p.m. (PWT). Agency: Russell [illegible] Seeds Co., Chicago.

LIGGETT & MYERS TOBA[illegible] Co., New York (Velvet tobacco), [illegible] April 20 starts for 13 weeks the t[illegible] scribed version of *Hank Keene [illegible] Town* on 32 Don Lee stations, [illegible] Wed., Fri., 9:45-10 p.m. (PW[illegible] Agency: Newell-Emmett Co., N. [illegible]

Renewal Accounts

PROCTER & GAMBLE, Cincin[illegible] (Ivory Soap), on April 24 renews [illegible] 13 weeks *Ransom Sherman* on 72 [illegible] stations, Wed., 9:30-10 p.m. Agen[illegible] Compton Adv., N. Y.

R. J. REYNOLDS TOBACCO, W[illegible] ston-Salem, N. C. (Camels, Pri[illegible] Albert), on May 1 renews *How'[illegible] Doin'?*, Bob Hawk's quiz program, [illegible] 99 CBS stations, Fri., 7:30-8 [illegible] (rebroadcast at 10:30 p.m.). Agen[illegible] William Esty & Co., N. Y.

HECKER PRODUCTS Corp., [illegible] York (H-O Quick and Old-Fashi[illegible] Oats), on May 17 renews for 13 w[illegible] *Moylan Sisters* on 15 BLUE stati[illegible] Sun., 5-5:15 p.m. Agency: Clem[illegible] Co., Philadelphia.

GENERAL PETROLEUM Corp., L[illegible] Angeles (Mobilgas, Mobiloil), [illegible] April 27 renews for 52 weeks *I [illegible] There* on 9 CBS Pacific Coast s[illegible] tions, Mon., 9-9:30 p.m. Agen[illegible] Smith & Drum, Los Angeles.

NEIGHBORS OF WOODCRA[illegible] Portland, Ore. (life insurance), [illegible] May 3 renews for 52 weeks Gr[illegible] *pappy & His Pals* (new title to [illegible] selected) on 24 BLUE stations, Sa[illegible] 9-9:30 p.m. Agency: Mac Wilkins [illegible] Cole, Portland, Ore.

Network Changes

PLANTERS NUT & CHOCOLA[illegible] Co., San Francisco, on April 19 sh[illegible] ed *What's On Your Mind* on 10 C[illegible] Pacific Coast stations from Fri[illegible] 6-6:30 p.m. (PWT), to Sun[illegible] 9-9:30 p.m. (PWT). Agency: R[illegible] mond R. Morgan Co., Hollywood.

RALSTON PURINA Co., St. Lo[illegible] (Ry-Krisp), on May 1 shifts *[illegible] Maxwell's Party Line* on 78 BL[illegible] stations, Fri., from 10-10:15 p.m. [illegible] 9:45-10 p.m. Agency: Gardner Ad[illegible] Co., St. Louis.

LEWIS-HOWE MEDICINE Co., [illegible] Louis (Tums), on April 21 adds [illegible] NBC stations to *Horace Hei[illegible] Treasure Chest*, Tues., 8:30-9 p.m. [illegible] making a total of 93 NBC stations [illegible] carrying the program. Agency: Sin[illegible] Geble Adv. Co., N. Y.

JOHN MORRELL & Co., Ottum[illegible] Ia. (Red Heart dog food), on Ap[illegible] 19 shifted *Bob Becker's Chats Ab[illegible] Dogs* on 54 NBC-Red stations, Su[illegible] days, from 3:00-3:15 p.m. to 12[illegible] 1:30 p.m. on all stations east of De[illegible] ver. Agency: Henri, Hurst & McDo[illegible] ald, Chicago.

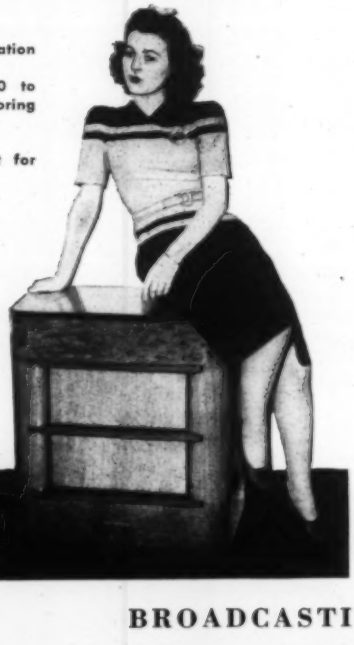
LIGGETT & MYERS TOBAC[illegible] Co., New York (Chesterfields), [illegible] May 5 shifts *Glenn Miller & Hi[illegible] chestra* on 97 CBS stations from W[illegible] Thurs., Fri., 10-10:15 p.m. to Tue[illegible] Wed., Thurs., 7:15-7:30 p.m. Agen[illegible] Newell-Emmett Co N. Y.

FOR LIFE-LIKE MONITORING
GET THIS NEW G-E LOUD-SPEAKER
(Type JCP-10)

★Perfectly matched to the G-E *FM* station monitor with monitoring amplifier
★Unusually fine response from 30 to 15,000 cycles, with G-E monitoring amplifier
★Single-unit construction
★Special alnico permanent magnet for field
★8-ohm voice coil; 20-watts input
★Can be furnished with 18-inch high base of matching walnut veneer, which provides ample space for mounting high-fidelity amplifier
★An excellent speaker for audience and sponsor rooms

PRICE . . . $75.00 net, f.o.b. factory (Base, if desired, $20.00 additional)

ORDER NOW through the nearest G-E office or direct from General Electric, Radio and Television Dept., Section 160-26, Schenectady, N.Y.



GENERAL ELECTRIC

P&G Adds Spots

ROCTER & GAMBLE, Cincinnati, has added two transcribed announcements weekly by Gene Beasley to the schedule of 10 Beasley daytime spots which start on NBC April 1, to advertise Ivory Flakes for 14 weeks. The two additional announcements are heard Saturday at 8:30 a.m. and 12 midnight, following the early and repeat broadcasts of *Abie's Irish Rose*, sponsored by P & G for Ivorene and Teel. Agency is Compton Adv., New York.

Plea for KEVE

BASEBALL broadcasts of the Seattle Pacific Coast League games are now carried by KEVE, Everett,, Wash., in conjunction with KRSC, Seattle, because Everett fans recently got out petitions urging KEVE to carry the games. Less than two weeks before the opener negotiations were concluded for sponsorship by General Mills and local advertisers.

Midwest Series

OLD BEN COAL Corp., Chicago (Green Marked Stoker coal), on May 4 will start Alexander McQueen's *Nothing but the Truth*, live five-weekly quarter-hour on WGN, Chicago, and five-minute transcriptions Monday through Friday for 26 weeks on WCCO KMOX KFVS KFAB KOIL KBTM WROK WKBH WTAD KFRU WHBF KSCJ WIBA KVFD WMT WNAX KSO KGLO KFEQ WMRO. Agency is J. R. Hamilton Adv. Agency, Chicago.

Souvaine Acquires Rights

EXCLUSIVE radio production rights have been acquired by Henry Souvainne Inc., New York, for *Invitation to Live*, script based on the character of "Dean Harcourt" in the novel *Green Light*, by Lloyd C. Douglas. Souvaine also acquires an option on the services of Sir Cedrick Hardwicke, actor, to play the part of Dean Harcourt. In addition, Souvaine has acquired rights to *Appointment With Crime*, a script by Jerry McGill. Each show is a half-hour program, complete in itself.

Blue and Ohio State U Plan Damrosch Tributes

DOUBLE TRIBUTE will be paid to Dr. Walter Damrosch, dean of American orchestra conductors May 5 when the BLUE announces creation of a musical scholarship in his name, and Ohio State U presents to him a citation in recognition of his "distinguished career of public service in music, radio and education". The honor to Dr. Damrosch will be made at a testimonial dinner, broadcast exclusively on the BLUE, and held in conjunction with Ohio State's 13th Institute for Education by Radio [BROADCASTING, April 13].

The Damrosch Music Scholarship will be presented by Edgar Kobak, vice-president of the BLUE, to H. H. Davis, vice-president of the university, and will be given to the most deserving music student at Ohio State, with "particular emphasis on interest in radio work". Dr. Damrosch has directed the *Music Appreciation Hour* on the BLUE for 14 years.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Engineer—First class, experienced. Ideal working conditions. WGNY, Newburgh, N. Y.

Combination Operator-Announcer — Local station Rocky Mountain area. Permanent. Send full information and disc first letter. Starting salary $130.00 per month. Box 385, BROADCASTING.

WANTED—Experienced sportscaster capable of play-by-play and special events. Give full particulars first letter including salary and draft status. Box 394, BROADCASTING.

Assistant Engineer—Western Pennsylvania 250 watter. $27.50 for 40 hours. Good working conditions. Box 395, BROADCASTING.

GIRL—Who knows details of radio station office in small town may find opportunity she has wanted by writing letter of application giving full personal details, education, qualifications, and experience. Box 382, BROADCASTING.

LICENSED TECHNICIANS—Register for employment. No fee. Vacancies. American Communication Assn., 1626 Arch Street, Philadelphia, Pa.

Texas Independent Station—Desires competent announcer. Tell all. Box 390, BROADCASTING.

Announcer-Salesman—Texas station desires combination man. Tell all. Box 399, BROADCASTING.

Program Director—Of ability for a 250 watt full time station in middle west. State draft standing with references. Box 387, BROADCASTING.

Commercial Salesman—Willing to hit the ball for 250 watt full time station. Possibilities for man with ability and ready to stay put. Names of former employers and draft standing. Don't send reference letters. Box 388, BROADCASTING.

Transmitter Engineer—First or Second Class. No experience necessary. Good Salary. WJTN, Jamestown, New York.

Position Open Immediately—West Coast station, newscaster-announcer, programming. Salary excellent but only A-1 qualifications considered. Full details first letter. Box 402, BROADCASTING.

Situations Wanted

ANNOUNCER - WRITER - OPERATOR — Draft 3-A. Now employed network affiliate. Desires position in larger city. Especially interested position leading to production work in television or radio. Good dramatic, music and technical background. Card will bring full details. Box 386, BROADCASTING.

MANAGERSHIP—Of progressive network affiliate anywhere. Ten years' background includes all phases selling, merchandising, programming for both regional and national network. Draft exempt. Excellent references. Box 400, BROADCASTING.

Situations Wanted (Cont'd)

ATTENTION EXECUTIVES — Married man. 8 years radio executive, local and network; now manager small Southern station wants a chance in a larger field. Tops on program, news, sports, sales. Draft exempt. Sober. Prefer South. Box 384, BROADCASTING.

Experienced Combination Announcer-Operator—Desirous of change. Deferment classification 2-B. Single. Go anywhere. Box 389, BROADCASTING.

Operator—With first class license. Now employed as transmitter engineer. Prefer Pacific Coast or Mid-West. Box 401, BROADCASTING.

ANNOUNCER—3 years experience. Newscasting and baseball, draft deferred, wants change. Box 397, BROADCASTING.

SALESMAN—Six years radio, eight years newspaper. Married, draft exempt, presently employed, proven sales record. Box 392, BROADCASTING.

COMMERCIAL MANAGER - GENERAL MANAGER—Combination man for regional or local. Ten years every phase radio. Age 32, married, family. Top references. $75 salary with bonus. Box 403 BROADCASTING.

ENGINEER-ANNOUNCER—Wants responsible position with opportunity for advancement. College education, four years experience, expert newscaster, handle all sports. Network voice, actor. First class license. Now employed. Under draft age. Write Box 396. BROADCASTING.

Wanted to Buy

All or part interest in small station—Small town or metropolitan city—by experienced advertising agency executive. Box 393. BROADCASTING.

For Sale

Four New Wincharger 255 Foot Towers—Complete with beacons, guy wires, insulators, etc. Box 383, BROADCASTING.

EMERGENCY GENERATORS—75 KW with 120 HP full diesel engine; 40 KW with 60 HP semi diesel (very good); 20 KW with 30 HP semi diesel (very good); 4-12 KW generators with semi diesel—reliable and cheap. 100 HP semi diesel engine only. Voltages 240 and 2300—all three phase. Radiators. air starting outfits, pumps, switchboards available. Write for details and photographs. Kentucky Edison Company, Stanton, Ky.

2 RCA frequency monitors—Type 475-A, Serial No. 151 and Type 475-A, Serial No. 153. Box 391, BROADCASTING.

Miscellaneous

Client Wants Loan—To purchase balance of controlling stock small station. Box 398, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

White House Word Still Awaited for Shortwave Method

Three-Man Board Planned; List of Rockefeller Officials

STILL AWAITING word from the White House regarding the proposed new setup for operating the shortwave stations of the United States, both the Office of the Coordinator of Information (Donovan Committee) and the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) are marking time, with the expectation also that they may be involved in the proposed reorganization of Government information services into a new War Information Administration [BROADCASTING, April 6].

So far as shortwave operation is concerned, with the Donovan Committee handling broadcasts to all parts of the world outside the Western Hemisphere and the Rockefeller Committee concentrating on Latin America, it is still expected that the President will name a three-man board to administer the physical facilities and to determine rates of compensation to private operators for maintenance costs and depreciation. The board will probably comprise a representative each from the Donovan and Rockefeller committees and one from the FCC, to be designated by the President.

Rockefeller Officials

Meanwhile, the Rockefeller Committee's radio division, headed by Don Francisco, former president of Lord & Thomas, for the first time made public a complete list of the men handling its radio, advertising and communications activities. Associate director of the division is John W. G. Ogilvie, formerly stationed in South America and Spain for IT&T. Jerome J. Henry, formerly with NBC, is assistant in the office of the director. Other members of the staff and their duties are:

Dr. Russell Pierce, former vice-president of J. Walter Thompson Co. in South America, handling research for radio program development.

Sylvester Weaver Jr., former advertising manager of American Tobacco Co., directing program production work of the division in New York City.

Guy Hickok, former director of NBC's shortwave programs, handling liaison with the shortwave stations.

John H. Payne, formerly chief of the Electrical Division of the Department of Commerce, in charge of shortwave schedules.

Ross Worthington, former radio production manager for Young & Rubicam, handling special events broadcasts.

Cyrus Nathan, former writer and producer of radio shows for Lord & Thomas, handling contacts with the radio industry.

Philip Barbour, former NBC foreign press and station relations staffman, editor and producer.

Jack Runyon, formerly with Lord & Thomas and former director of radio for Ted Bates Inc., Hollywood representative.

Francis J. McArdle, former manager of J. Walter Thompson Co. offices in South Africa and Brazil, handling contracts with the radio industry.

George J. Vogel, former sales and production manager of KZRM and KZRF, Manila, editor and producer.

Arthur Peters, former export sales manager for Nash Motors and former Packard representative in foreign countries, in charge of correspondence and related activities.

John J. Clarey Jr., former foreign advertising manager for Bristol-Myers, in charge of production of programs for the other American Republics.

John F. White Jr., former director of the *Bob Hope* and *Hedda Hopper* programs, and former program manager of KGW-KEX, Portland, Ore., assistant to Mr. Clarey.

Fred A. Long, former radio producer with Lord & Thomas and one-time manager of WEAN, Providence, in charge of programs on inter-American subjects to the United States.

Donald Withycomb, former NBC station relations manager, in charge of special programs for Brazil.

John C. Jensen, former vice-president of Grant Advertising Inc., Mexico City, editor and producer.

Frank W. Linder, formerly with BBDO and former chief of production at WRUL, Boston, editor and producer.

Louis E. Dean, formerly with Campbell Ewald Co., NBC and CBS, contact representative.

Charles C. Speer, former script writer with CBS who wrote the *Robert L. Ripley* radio program, editor.

Adelaide Brewster, former chief of the motion picture and radio section of WPA, and recently with Pathe News, in charge of transcriptions.

DCB Orders Registration of Devices Capable of Radiofrequency Generation

REGISTRATION of every piece of apparatus capable of generating radiofrequency energy, whether through space or by wire lines, including the vast range of diathermy devices, was ordered last Thursday by the Defense Communications Board as a wartime precautionary measure. Among other things, the purpose is to prevent use of such equipment, capable of being transformed into long range transmitters, for illicit purposes.

Broadcasting apparatus is not affected by the order since all such transmitters, already are licensed under the Communication Act by the FCC. The enormous task of registration was delegated to the FCC by the President's policy-making Communications Board.

Covers Broad Scope

The Board said it had determined that the national security and defense and the successful conduct of the war "demand that the Government have knowledge of all persons who possess apparatus equipped for transmission of radiofrequency energy". The latter term was defined as meaning electromagnetic energy at any frequency betwen the limits of 10 kc. and 10,000 mc.

Such apparatus, it said, "includes any equipment which utilizes a radio frequency oscillator, or any other type of radiofrequency generator, or transmitter, or which transmits, inadvertently or otherwise, radiofrequency energy — whether through space, or guided by wire lines—for purposes of communication or control, for therapeutic treatments, industrial operations, or any other purpose whatsoever."

The order requires that every person who has in his possession any apparatus capable of generating radiofrequency energy shall register that apparatus with the FCC "at such time as the Commission shall designate, unless possession of such apparatus is pursuant to license or contruction permit outstanding under the provisions of Title III of the Communications Act relating to broadcasting and associated services or such apparatus is in the possession of the United States Government, its officers or agents, or in the process of manufacture under contract for or on behalf of the United States Government."

Provision is made for exe... from the registration wh... FCC determines that its po... by particular persons is not ... sary to insure that the ap... will not be used for the tra... sion of energy or communi... or signals by radio. This, it ... sumed, alludes primarily ... by physicians and practiti... There is a proviso, however, ... the Commission may requir... person in possession of ex... apparatus to keep records ... furnish information as the ... mission may prescribe.

Under the procedure o... the Commission, upon receipt ... application for registration, ... its discretion issue a certifi... registration. This certificate ... be displayed in such manner ... Commission shall prescribe ... apparatus shall be subject ... spection by the Commission ... times.

Transfers Affected

Provision also is made for t... fers, handling of renewals, ... pirations. Notice must be giv... Commission if registered a... tus is transferred, sold, ... leased, loaned, stolen, destro... otherwise disposed of. In a... instances, the holder of the ... cate must notify the Comm... within five days and retur... certificate of registration.

The order provides that ... tions of the new regulations, ... ever their nature, will be p... able by such action as the Bo... the Commission deem appro... including a recommendation ... prosecution under Section 35 ... of the Criminal Code. DCB ... for registration of all such ap... tus a fortnight ago. The ... order, however, was not p... gated until April 16.

Drawn for BROADCASTING by Sid Hix

"Blackout or No Blackout! You're The Shadow and You're Going on the Air!"

Chance for Produc...

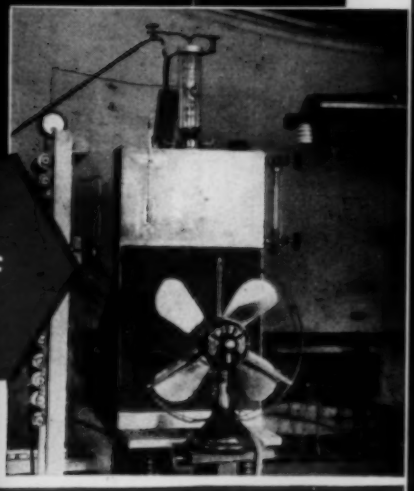
INDEPENDENT producers ... have an opportunity to try ... record new programs for ... sale in the 5-5:30 p.m. period ... nedays on the BLUE, ... April 22, when this time ... open for auditions. Accord... Phillips Carlin, vice-presid... charge of programs for the ... the new audition period w... only give outside produc... chance to air their shows on ... work and before a studio au... but will also give BLUE pro... and announcers an additiona... let for their ability. A regul... ture of the half-hour will be ... by Joe Rines' Orchestra to ... time not taken by auditions.

Gro-Pup May Use Ai...

KELLOGG Co., Battle Cr... expanding distribution of ... food, Gro-Pup, first introdu... a dehydrated product in 193... ing the past four years di... tion has been confined to New ... and a few secondary mark... product will now be distribu... tionally. Newspapers are ... used in the initial stages, ... understood that radio wil... into the advertising plans. ... & Eckhardt, New York, is ...

Remember the Days of the Lampshade Mike?

The lampshade microphone was designed to prevent "mike fright." This is an early scene at WGY, this year celebrating its 20th anniversary.



More watthours per dollar; smaller, more compact tubes; longer life—what General Electric's 29 years in the tube business means to you today. Here are a few of the major advancements in tube design G-E engineers have contributed.

- ★ ***thoriated tungsten filaments***
- ★ ***high-power, water-cooled tubes***
- ★ ***hot-cathode, mercury-vapor rectifiers***
- ★ ***the first accurate rectifier emission test***
- ★ ***the screen-grid tube***
- ★ ***metal tubes for receivers and industrial uses***

Today we are speeding the conquest of the ultra-highs with such tubes as the GL-880, GL-889, and GL-8002R. Bulletin GEA-3315C brings you the story on our complete line of tubes for all classes of service. *General Electric, Schenectady, N. Y.*

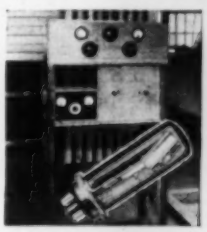
20 YEARS AT WGY, one of G.E.'s proving grounds

THAT'S WHEN GENERAL ELECTRIC COOLED TUBES WITH A "MODEL T" RADIATOR*

WHAT A DIFFERENCE! TODAY, HARDLY A HANDFUL GIVES 1800 WATTS OUTPUT

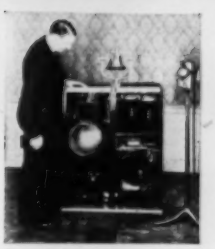
Discussing electronics in WGY's laboratory: (left to right) G.E.'s Dr. Irving Langmuir, inventor of the high-vacuum tube; Professor J. J. Thomson, the English physicist, discoverer of the electron; and Dr. William D. Coolidge, famous for his work in X-ray tube design, now director of the G-E Research Laboratory.

One of the immortals of science, Dr. Charles P. Steinmetz in one of his rare appearances before the microphone (at WGY March, 1922). Among Dr. Steinmetz's contributions while with General Elec ric were the solution of perplexing h gh-voltage problems in electrical transmission, and the analysis of the behavior of transient electric currents.



First use of crystal control on a broadcast transmitter for regular program service (WGY, September 19, 1925). Contrast this with G.E.'s new hermetically sealed G-30 Thermocell for precision temperature control. (Insert—cutaway view.)

The first use of "super-power"—100,000 watts in the antenna—August 4, 1927 (the tubes were ancestors of the GL-862). Other WGY "firsts" include the first broadcast of two-way communication with England, February 21, 1928, in co-operation with BBC; first remote television pick-up on August 22, 1928; first round-the-world broadcast of voice transmission on June 30, 1930.



One of the earliest attempts to systematize sound effects. This self-contained unit, used about 1929 at WGY, included bells, buzzers, horns, sirens, and gadgets for simulating thunder, rain, a dog's bark, and a lion's roar.

WGY today serves about one million radio families, 24 hours a day. It was the *first* station in the Great Northeast; today it is the *foremost.*

***Photo shows the first application of a water-cooled modulator—in WGY's 1922 transmitter.**

GENERAL ELECTRIC

191-35-9850

XUM